

PRINTERS' INK

Registered U. S. Patent Office

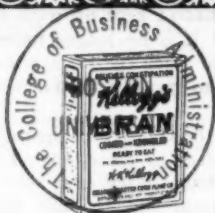
A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXX, No. 13

NEW YORK, SEPTEMBER 28, 1922

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B. A. I. S. 1921 with
N. W. Ayer & Son

Doing A Great Service to Humanity!

IT has been our agreeable privilege to be associated with W. K. Kellogg in the work of improving the health of one hundred and five million people through the use of Kellogg's BRAN, cooked and krunbled.

From an unostentatious beginning a few years ago, demand for Kellogg's BRAN has attained enormous proportions. It is now nationally recognized by physicians and the public as the most wonderful natural corrective ever known!

Kellogg's BRAN, cooked and krunbled, in association with Kellogg's Corn Flakes and Kellogg's Whole-wheat KRUMBLES, has created for the Kellogg Toasted Corn Flake Co., Battle Creek, Mich., the largest ready-to-eat cereal business the world has ever known—*by a wide margin!*

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



A Moral without any Fable

"Yes," admitted the manufacturer, "I'd like the additional business, but I can't afford to go after it."

Apparently he hadn't kept up with the times. He didn't realize that it is no longer necessary to widen your distribution to reach the farmer market.

You don't have to go after the farmer. The farmer comes to you.

In all parts of the country prosperous farmer families do their shopping in the cities. They hop in the flivver and are in town in less time than it used to take to hitch up the team and get half way to the local general store.

The farmer goes into the stores where your goods are sold. He passes right by the counter on which they are displayed. But he isn't apt to ask for your products unless he knows them by name.

He's particular about what he buys — not suspicious perhaps, but more friendly towards the brands he's read about.

The most direct way for you to tell the farmer about your product is through the paper he reads.

Two million buying farmer families read the Standard Farm Papers.

They read the advertising with just as much interest as they do the news. They will be glad to learn about your product.

The Standard Farm Paper Unit

The Flexible national medium with local prestige

A.B.C. Circulation 3,000,000

All Standard Farm Papers are members of the Audit Bureau of Circulation



Pennsylvania Farmer
Established 1880

The Breeders' Gazette

Established 1881

The Nebraska Farmer

Established 1859

Wallaces' Farmer

Established 1895

Pacific Rural Press

Established 1870

The Farmer, St. Paul

Established 1882

The Farmer's Wife

Established 1900

Hoard's Dairymen

Established 1870

Progressive Farmer

Established 1886

Birmingham, Raleigh,
Memphis, Dallas

The Michigan Farmer

Established 1843

The Ohio Farmer

Established 1848

The Wisconsin Agriculturist

Established 1877

Prairie Farmer, Chicago

Established 1841

Eastern Representatives:

WALLACE C. RICHARDSON, INC.,
95 Madison Ave.,
New York City

Western Representatives:

STANDARD FARM PAPERS, INC.,
1100 Transportation Bldg.,
Chicago

PRINTERS'

Registered U. S. Patent Office

INK



Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXX

NEW YORK, SEPTEMBER 28, 1922

No. 13

The New Woman on the Farm

How Advertising Has Raised Her Standards of Living and Created New Markets for "City-bred" Merchandise

By Forrest Crissey

TWO men were lately looking down from the "gallery" office of a prosperous store in a provincial city of about 20,000 inhabitants. One was the owner of the store, the other an old friend, a professional man. From this convenient lookout almost the entire main floor was under their eyes.

"I expected," remarked the visiting friend, "to find your store patronized mainly by farmers and their wives. But from what I see before me now I would say that your trade must be confined almost entirely to city people."

The merchant smiled as he replied:

"See that group of six women at the nearest counter? I know them all and I'll give you my word that three of them are farm women. Just try to pick those from the farms."

"Well," responded the visitor, "the two at the end of the counter look more like country women than the others."

"Both are town women," declared the merchant. "Henry, you're like most of the dwellers in large cities—you think a farm woman is a female 'hick.' Some of them still are—the species is not yet extinct—but the mean average taste of the American farm woman, as the weather man would say, has changed so much in the past few years that it takes an expert to pick the women from the country out of a town crowd, at least in this locality. You have tried to do it and failed. The female 'rube' is rapidly disappear-

ing. In fact I'm inclined to believe that you will find just as large a proportion of rubes in almost any city as in the country. According to my definition a rube is an ignorant, uncouth person of crude tastes and manners. The farm women of the United States have changed mightily in the last decade. They've progressed, on the average, much faster than the women of the cities."

"How do you account for that?" inquired the visitor from the big city.

"There are many reasons for this change," replied the storekeeper. "But the two most important ones, I think, are the automobile and advertising. These advertisements—generally beautifully illustrated—have revolutionized the tastes of the farm women of America. They have also created a keen desire in the minds of these women for finer and better things—for cleaner and more attractive home surroundings, for labor-saving household conveniences, for better complexions, cleaner teeth, better clothes and better and more diversified foods."

"You've given me something to think about," remarked the visitor. "And I'm inclined to believe you're right. Certainly you're in a position to know what you're talking about."

This incident—which is actual, not fictitious—is immensely significant in that it is typical of a change which has touched country life in virtually every section of America. While there are trading centres where it is relatively easy

for a stranger to distinguish town women from farm women, this is generally because of local conditions which make that town distinctive. Any provincial city which gives highly paid employment to a large number of young women belongs in this exceptional class. In towns of this type extreme dressing prevails; the girls and women with fat pay checks set the pace and demand attire which is always "up to the minute." But the trading centre for almost any typical farming territory furnishes constant and impressive proof that the tastes, desires and demands of the farm woman have undergone a profound change and that the gulf between her and the town woman has been filled in until they are virtually standing on the same social and buying level.

This result is of immense economic importance. Those who have considered it at all have generally regarded only its social significance which, great and important as it is, should not be allowed to obscure the relation of this change to the nation's industrial and commercial progress and prosperity. The meaning to the manufacturers and merchants of America of this bloodless revolution of farm-woman taste is a matter for serious reflection. It is immensely important for all who make and market this country's supply of necessities and luxuries to understand clearly what agencies are responsible for this profound change in the farm woman and her buying demands—important because there is still much to be accomplished by wider and more intelligent use of the means which have already achieved so much.

READING ADVERTISEMENTS HAS IMPROVED TASTES

A few days ago I talked with the active manager of a drygoods store in DeKalb, Ill.—a town of 7,000 inhabitants. It was an exceptional store, both in its stock, its appointments and its personnel. The young manager appeared to be peculiarly equipped to give intelligent testimony respecting the

status of farm-woman taste and the influences which have shaped it, for he has worked in stores in a Texas city of 175,000 inhabitants, a Pennsylvania city of 25,000, a Michigan city of 12,000 and an Illinois "farmer town" of 3,000.

"Scarcely anyone outside the trade," he remarked, "realizes the extent of the change which has taken place in the tastes and the appearance of farm women in recent years—or to be more exact in the period in which advertising of branded goods has become a powerful selling factor. As a whole they have changed immensely. They have altered their tastes and their demands so greatly that they are almost another race of beings. Before they began to read advertisements in good magazines and farm papers they bought cheap stuff—junk which had neither style nor quality. They took what the city and town woman would not buy. And, inevitably, they reflected this standard of buying in their appearance. You could spot one of them a block away. Of course, there were exceptions in that period as there are in this—but I'm speaking of them as a class.

"Then a change came over the farmer. He began to wake up to the fact that the farm was a factory and farming a business about which he had a lot to learn. The result was that the circulation of farm papers and magazines for women of the farm home increased greatly—and so did the enrolment of students at the colleges of agriculture. As the circulation of these journals increased, the standard of their contents increased—both as to reading matter and advertising. Far-sighted publishers saw possibilities of great profit in immense country circulations; they recognized the undeveloped buying-power of the farm homes of America. Reading pages came to be filled with useful, practical feature article, ably edited departments, and fiction of genuine literary merit. Advertisements were scrutinized to protect the reader from fraud or deception of any sort. In a word, the periodicals going into the country have



Announcing

The Christian Herald Motion Picture Bureau

More than 10,000 American churches equipped for motion-picture projection are demanding clean films and a *dependable source of supply*. In response to this demand, the Christian Herald has acquired in association with National Non-Theatrical* Motion Pictures, Inc., the largest library of non-theatrical films in the United States.

National distribution will be maintained through twenty-six exchanges located in key cities from which churches, community houses, Y. M. C. A.'s, Y. W. C. A.'s, and other religious and semi-religious institutions will be supplied with pictures guaranteed clean, wholesome and entertaining—of Christian Herald standard.

**In the non-theatrical field there are now three times as many projection machines as there are motion-picture theatres.*

The Christian Herald

GRAHAM PATTERSON, Publisher

BIBLE HOUSE, NEW YORK

Forms Close 18 Days Before Date of Issue
52 Issues—Subscription Price, \$2.00

become one of the greatest educational forces by which the farm home is touched.

"We get the proof of this every day across the counter. Consider suits for women, for example. This store carries two lines of suits nationally advertised. They are quality goods in design, fabric and workmanship. You see them presented in the costly and artistic advertising spreads of the foremost magazines for women. We sell two of these suits to farm women for one to a town woman. As two-thirds of our total trade is from the farms, it will be seen that this puts the farm women and the town women on an equal footing in their purchases of these leading lines of dresses and suits. It is a common thing for farm women to come in here and ask to see these particular brands of garments.

"The same observation applies to our stock generally. There is a certain brand of satin piece-goods which has been consistently and nationally advertised. The name of the brand is woven into the selvage. This has become a standard with farm women who buy here; they not only ask for it by name but they look for the name on the selvage edge of the goods. So with sheetings. There are two or three brands which have been made household words through national advertising. We are compelled to carry them whether we wish to or not—because farm women as well as town women are educated, through advertising, as to their merits and they demand these brands.

RELiance ON BRANDED AND ADVERTISED LINES

"In these days national advertising costs so much that any manufacturer would lose money who did not maintain the quality of the advertised product. He must not only create but maintain public confidence in his brand. He cannot do this unless he stands behind his goods without reservation. This attitude is one of the things which he advertises. Take the line of satins already mentioned. I doubt if we sell a yard

of this fabric to a farm woman who does not know, from reading the advertisements in magazines, and farm papers, that this satin is guaranteed for two years.

"Of course many merchants still cling to the idea that it is good business to push unbranded, unadvertised goods because they yield a better margin of profit. They belong to the Ancient Order of Substitutionists. At every sale they make of an unbranded, unadvertised article in competition with one which is nationally advertised they are pushing water uphill—which is a mighty poor and unprofitable sport for a real merchant. Why?

"First, because it is pushing against the current of created demand for an article of established and standardized quality—a quality backed by the manufacturer.

"Second: it takes far more time to push a substitute into the hands of a customer than to sell an advertised article on which the customer is already virtually sold. This element of time is important for the reason that a large share of the farmer trade is handled in a comparatively few hours. Farmers come to town, as a rule, at stated times—evenings and Saturdays. And they do not sit around and talk for hours. They wish to be waited on promptly. This applies to the farm women as well as the men. They generally wish to make the most of their time in town by seeing a motion-picture show, by attending a club meeting, listening to a lecture by the home economics leader, by going to the library for books or magazines or by meeting friends at the community rest room.

"From the experience of one who has spent years behind the counter, let me say that if it takes five minutes to sell a nationally advertised article it will take thirty-five minutes to sell an unadvertised substitute. As a rule, however, after the thirty-five minutes have been invested urging the claims of the substitute, the woman—especially the farm woman—is very likely to take the advertised article.

(Continued on page 137)



"Hurry up that grub, you K. Ps"

"Where d'yuh get that K. P. stuff, old lazy-bones? It's a wonder your mother never taught you to cook, you're so powerful ready to eat and criticize others' cooking."

"Cook? My eye! Any one'd think 'cause you can boil an egg you'd been chef or sumpin at the Walled-Off Castoria."

The autocrat of the breakfast, lunch and dinner table is his majesty, the boy. Food is his middle name and he knows when it's good. Likewise he asserts the right to demand what he wants when his appetite has been attracted to it.

Between trying to please him, keep him filled up and properly nourish him, mother has her hands full.

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine
for Boys in All the World"

is a home publication. Over a half million boys, averaging between 15½ and 16 years old, read it every month—and where there's a boy there's a family.

Food manufacturers can go directly into these hundreds of thousands of homes through the advertising columns of THE AMERICAN BOY and personally tell the virtues of their products.

When you sell a boy, you've made a salesman as well as a consumer.

October 20th is the closing date for the December issue.

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago

Could *you* increase sales by concentrating on one brand?

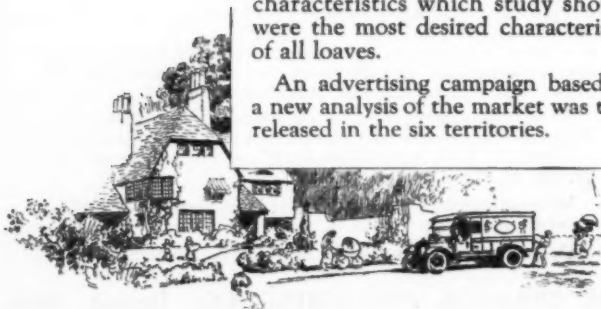
ONE large baking company—operating in six of the largest cities of New England—but selling different brands of bread in each city. This was the Massachusetts Baking Company five months ago.

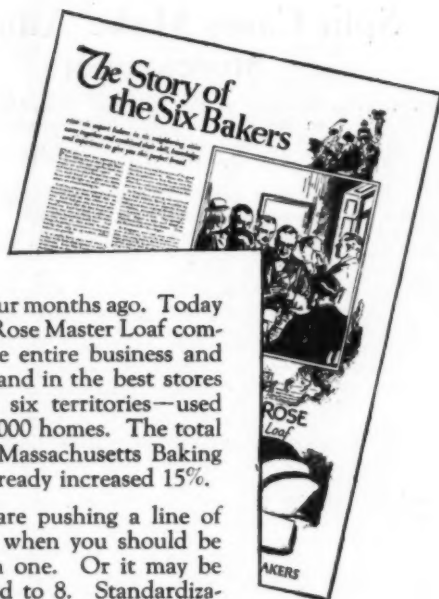
Along what lines could increased sales be obtained?

Conservatism suggested holding to the business on the existing brands. But to spread sales efforts thin over a variety of different brands and kinds of bread, could never produce much of an impression on either housewives or dealers. One brand, on the other hand, sold and advertised in the six cities, would build up throughout the whole territory a new interest on the part of users and a new respect among dealers.

And so the White Rose Master Loaf was developed—a loaf combining characteristics which study showed were the most desired characteristics of all loaves.

An advertising campaign based on a new analysis of the market was then released in the six territories.





All this was four months ago. Today the new White Rose Master Loaf comprises 65% of the entire business and is the leading brand in the best stores in each of the six territories—used regularly in 120,000 homes. The total business of the Massachusetts Baking Company has already increased 15%.

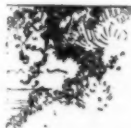
Perhaps you are pushing a line of several products when you should be concentrating on one. Or it may be 800 to be reduced to 8. Standardization in many cases means not only manufacturing economy, but a simplification and unity of the selling story which bring increased volume.

Whether your chief problem be this or some other in the field of marketing, selling, and advertising, we shall be glad to discuss its solution with you and with the members of your organization.

J. WALTER THOMPSON COMPANY

Advertising

NEW YORK CHICAGO BOSTON CINCINNATI CLEVELAND
LONDON



Split Cases Make Amateur Storekeepers

Former General Manager of the Bon Ami Company Gives His Views on the Too-Many-Retailers Discussion

By Richard S. Childs

I RECENTLY made a personal canvass of the city of Stamford, Conn., in connection with a grocery specialty, of which I am the owner, as preparation for instructing salesmen. I found 120 stores there, of which at least forty were not worth approaching with even the most modest proposition, because of the smallness of the shop, the disorder, and the general evidence that the shopkeeper was not a business man. My judgment was that about half of the grocers, including fifteen chain-store branches, were doing 90 per cent of the business in Stamford, and subsequent experience with my own line of goods corroborated this impression. In fact, if I had succeeded in stocking a certain forty or fifty dealers, the omission of all the rest would have made only a trifling difference in the subsequent sales in that city.

Obviously, such a situation is unsound. Many of these storekeepers must fail, and their losses are a charge on the jobbers and the public. The spoilage of goods, the cost of canvassing by jobbers and manufacturers, and the cost of sanitary inspection by the city is all waste.

This condition is in marked contrast to what I noticed in England, where the proportion of grocers to population seems to be about the same as the proportion of drug stores in this country, and where, in consequence, the grocers are real merchants, buying in what we would call wholesale quantities and carrying ample stocks.

The key to the problem is the ease with which any man or woman who has the ambition to be a grocer, and who possesses a capital of \$50, can get into the business. The moment he opens

his little shop in a tenement ground floor, the jobbers will supply him with stock and will sell him at jobbing prices, quantities as low as "one-sixth of a dozen," although the correct unit as planned by the manufacturer may be a case of three dozen.

Now, I have no quarrel with a policy whereby competing jobbers will eagerly seek the friendship of a newcomer, who may work up to a brilliant success, but they ought to adopt a policy that will keep out the man of inadequate resources, who is only due to lose his savings in his precarious venture.

PICAYUNE SALES BY JOBBERS ADD TO COST

The real error is in the *jobbers' habit of splitting cases*. Every manufacturer has a working unit, which constitutes a logical purchase by the retailer, an amount varying from two dozen to six dozen, depending on the demand and rapidity of movement of the goods. These packing units are worked out by the manufacturer with considerable care, and, if adhered to by the jobber in his sales, will make handling an easy matter. When the jobber takes a case of thirty-six cakes of Bon Ami, and divides it up and repacks dozens and half-dozens, he incurs extra cost and breakage and he multiplies his bookkeeping detail.

A flat rule among the jobbers that they will not split cases, and support of this policy by the manufacturer in bringing pressure to bear upon jobbers who do split cases, would mean that a man could not get into the retail grocery business without more capital than is now necessary. He would have to have larger quarters, and a larger clientele.

The
**ACID
 TEST**
of
Reader Interest



**Iowans pay
 more than a million
 dollars a year for
 the Des Moines
 Register and
 Tribune.**

—think how many additional millions the readers of The Register and Tribune expend for food, clothing, automobiles, building materials and other necessities and luxuries.

**Read in 120,000 Iowa
 homes, daily and Sunday.**

It is to the *manufacturer's interest* to prevent splitting of cases, so as to make retailers buy in decent quantities and to reduce the number of retail outlets which the manufacturers must canvass.

It would be to the *jobbers' interest* to have fewer and better accounts.

It would be to the *interest of the good retailers* to be freed from the competition of the "small fry," who are running at a loss and do not know it.

And it would be to the *real interest of the eliminated small shopkeepers* themselves, who would be saved from loss of their savings.

The only losers would be the owners of small store buildings which gulp down the savings of one unsuccessful amateur storekeeper after another.

Fashion Camera Appointments

The Textile Publishing Company has appointed H. I. Williams, art director of *Dry Goods Economist*, as manager of Fashion Camera, a New York studio. Mr. Williams will retain his connection as art director of *Dry Goods Economist*.

Arthur E. Colgate, formerly with Louisa Pedlar, Inc., and Weinmiller & Miller, has also joined Fashion Camera as service man.

G. F. Whitsett with the Frey Agency

George F. Whitsett, recently with the Gardner-Glen Buck Company, has joined the copy and merchandising departments of Charles Daniel Frey, Chicago advertising agency. For nearly ten years Mr. Whitsett was in charge of publications and advertising publicity for the International Harvester Company.

Kastor Agency Has New York Office

The H. W. Kastor & Sons Advertising Co., Inc., of Chicago and St. Louis, has established an office in New York under the management of Samuel Youngheart and Charles F. Pietsch. Mr. Youngheart and Mr. Pietsch were recently with Frank Seaman, Inc., New York.

"Pal" Pencil Account for George Batten Co.

The Hoge Manufacturing Company, Inc., New York, maker of "Pal" pencils, has placed its advertising account with the George Batten Company, Inc., New York.

W. F. McClure Will Head Chicago Office of Albert Frank

W. Frank McClure has been elected vice-president of Albert Frank & Co., New York advertising agency. Mr. McClure is advertising manager of the American Bond & Mortgage Company, Chicago, which position he will resign on October 1 to take up his new duties as head of the Chicago office of Albert Frank & Co. Mr. McClure was connected with the Fort Dearborn Bank, Chicago, for three years, for which organization he began the publication of the "Fort Dearborn Magazine," later purchased by the American Bond & Mortgage Company.

Rex W. Wadman with Dorland Agency

Rex W. Wadman, who for the last five years has operated an advertising agency in New York under his name, is now associated with The Dorland Agency, Inc., New York.

Will Advertise Rug Cleaner

The advertising of the Foamo Kleanzit Co., Chicago, manufacturer of a rug cleanser, has been placed in the hands of the J. Roland Kay Co., Chicago advertising agency.

With New York "Evening Journal"

Robert C. Brown, formerly with Frank Seaman, Inc., as an account executive, is now with the New York *Evening Journal's* national advertising staff.

Baker's Account for J. Walter Thompson Co.

The William Freihofer Baking Company, Philadelphia, "Butter Krust" bread, has placed its advertising account with the J. Walter Thompson Co., Inc.

Furniture Account with Federal Agency

The Thonet Wanner Company, Inc., New York, furniture, has placed its account with the Federal Advertising Agency, Inc., New York.

"Independent" Appoints Edward V. Hevey

Edward V. Hevey, recently Eastern representative of *Judge*, has been appointed advertising manager of the *Independent*, New York.

Eskimo Pie Account with Rankin Agency

The Eskimo Pie Corporation, Chicago, has placed its advertising account with the Wm. H. Rankin Company, Inc.

Common-sense

Common-sense in agency service prevents art orgies, ecstatic copy, amateur schedules, and Bolshevik merchandising schemes. Our clients can pay us no higher compliment than is paid when they discover in us plain common-sense.

Write for the following booklets:

"How to Judge an Advertising Agency"

"Points on Merchandising Advertised Products Through Department Stores"

"Merchandising Advertised Products Through Drug Stores"

J. H. CROSS CO.

General Advertising Agents

Cross Building, 15th and Locust Sts., Philadelphia

Members:

American Association of Advertising Agencies, Audit Bureau of Circulations
National Outdoor Advertising Bureau



EDWARD N. HURLEY

When Mr. Hurley talks about the business man's place in politics, he is on familiar ground. Distinguished public service and success in business give him the experience that makes his remarks worth reading.

Do politics concern you?

Very much. Every day something is done somewhere in our complex governmental machinery that will ultimately mean dollars and cents or comfort and happiness to you.

Yet Edward N. Hurley says that most business men "lead narrow, provincial lives"—they don't know what's going on until it is too late to do anything about it.

"Are You Too Busy To Mix In Politics" is plain talk about a subject of national importance. In it, as in all Collier's articles, the readers in a million homes find their own individual interests emphasized.

Collier's
THE NATIONAL WEEKLY



Baltimore Approves the new Sunday NEWS

FOURTEEN years ago, the NEWS upset tradition by starting publication of a Sunday afternoon paper.

It "took."

A little more than two months ago, to this highly successful Sunday afternoon paper was added a Magazine section and a Comic section in colors. The price was raised to five cents.

"More than 15,000 increase in circulation in spite of the higher price," is Baltimore's "O. K." of the new Sunday NEWS. And the advertising that helped to accomplish it was carried exclusively in the NEWS itself.

You have a good product—what chance are you giving it to capture Baltimore's "O. K."?

Let the same high-powered selling force that is creating thousands of new readers for the Sunday NEWS join forces with the AMERICAN, its able morning associate, and carry your message into practically every buying home in and near the city. Baltimore people are diligent readers of the NEWS and AMERICAN,—and believe in them.

The combined rate for these papers is 30 cents daily, Sunday (no change in rate) 35 cents; Sunday American Rotogravure, 35 cents per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a web
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

How Case Keeps the Farmer Sold in an Advertising Way

Personal Conferences in Fields by President of Firm Form Basis of Manufacturing and Merchandising Plan

An Interview by G. A. Nichols with

H. M. Wallis

President, J. I. Case Plow Works Company

BACK in 1876, when Jerome I. Case opened a little blacksmith shop in Racine, Wis., and began hammering out a new kind of plow, he frankly declared he did not believe in advertising.

"The best way to advertise," he said to H. M. Wallis, who became associated with him in business a few years later, "is to make the best possible plow in the country. Let us act rather than talk."

But Mr. Case really did believe in advertising, although he did not give his policy that name. He had a habit of going to the farms around Racine and Milwaukee and personally demonstrating his plows to the farmer. Coupled with the showing was a great deal of good advice and instruction as to proper farming methods. He would counsel with the farmer about the preparation of his soil, the necessary rotation of crops and a host of other essential things. What he was really trying to do, although perhaps he did not visualize or express it in just those terms, was to enhance the productivity of the farms in his district and thus widen his market through the increased buying power of his prospects.

This, of course, was advertising in the very highest sense. It remained for Mr. Wallis, who now is president of the company, to bring symmetry and completeness to the advertising appeal by means of printers' ink. Through the printed word in farm papers and direct by mail he duplicated and multiplied Mr. Case's personality and selling methods, later doing the same thing for his own. But from that day to this the basic feature of the Case manufacturing and merchandising plan has been close communion with the

farmer. This personal work being regarded as the biggest thing before the house, it is only natural that a considerable, if not the principal, part of it should be done by Mr. Wallis himself.

"If I could have my way about it," Mr. Wallis said to me the other day at his office in Racine, "I would send every workman in my plant out on a farm during the busy season and have him work there for three months. In this way he would gain a greater respect for his part of the job in making plows, corn planters, tractors or whatever else he worked upon. If, during a busy day on the farm, he had to lose a lot of time because of a wrong-size bolt or a small piece of defective casting, he would see how necessary he, as a part of our organization, is in promoting the interests of the farmer and would see the need of honest effort to make every tillage tool, every machine, as good throughout as it was humanly possible to do. But as it is impossible to send my men out in this way, we have to do the next best and try to pass the inspiration along to them second-hand.

LEARNING NOW FOR FIVE YEARS
HENCE

"In the implement business it is necessary that the manufacturer work far in advance of the times. We try to keep five years ahead at least. It may surprise you to know that five years from now we shall regard our present models of tillage tools and other farm machinery as obsolete, or the next thing to it. At the end of each five-year period changes have been wrought in our tractors and other items so as to make

them entirely new. This is because of the continued striving for improvement and represents the net result of what we learned as to the adaptability of our goods to the farmer's needs. Farming, although perhaps the world's oldest occupation, is eternally new after all. We have to study and

strict regard for his capabilities, limitations and wishes.

"Early in the career of this company we found one serious difficulty with us was in our proneness to approach everything too much from the standpoint of the expert. First thing we knew we were making farm implements primarily from the standpoint of some inventor's idea with the farmer, or the user, coming secondary. Invention and experimentation are necessary enough in a business of this kind. But we found out by experience that hard-headed practicality has to have the last word. The wheels can buzz around in some inventor's head and he may produce a farm implement that is a scientific marvel and a perfect delight to the very soul of the expert. But if the farmer has to take a course in mechanics before he can operate it, what good is it?

"This is why we found it so necessary to work close to the farmer. When a new machine is put out we subject it to tests by the expert to see that it is mechanically correct.

Then we have an inexperienced man operate it. Upon what he says, rather than on the expert's word, depends whether we start manufacturing the machine in quantity. If the inexperienced man finds anything wrong with the machine we realize that it is a fault indeed and strive to correct it.

"Advertising must be planned and carried out on the same principle. We have made our full share of mistakes in this respect and I can discuss the matter, therefore, with propriety. In the beginning we naturally knew nothing of advertising, it being Mr. Case's idea that making a



H. M. WALLIS, PRESIDENT OF THE J. I. CASE
FLOW WORKS COMPANY

grow with the farmer. We are able to show him many things and in return he teaches us much.

"Manufacturing and selling goods to the farmer—especially things he uses in the cultivation of the soil and gathering the crops—is far from being the arbitrary proposition some people picture it. The farmer and his needs have to be studied and then the manufacturing and selling policy fashioned to correspond. We always find him responsive to suggestions and eager to adopt what information we may have to pass along. Nevertheless the whole merchandising process has to be conceived and carried out with

good product was sufficient in itself. Later, when I had persuaded him to allow me to try to tell people about our good plows and other things, we proceeded in very elementary fashion. I remember that one farm-paper advertisement back in the '80's was an alleged poem of four lines, the net of which was that the farmer should try Case's plows because they were the best.

"As we went along step by step in an advertising way we had to fight a tendency on the part of some of our advertising managers to talk to the farmer from a standpoint of theory rather than performance. We concluded we wanted an authoritative text book written in a rather compact way for the farmer to use. It was to treat in separate sections such topics as wheat-growing, corn-growing, horticulture, stock raising and so on. I suggested to our advertising manager that he communicate with the country's best authorities in these various subjects and get them to write articles for the book, each man treating his own specialty. No trouble or expense was to be spared in making the book absolutely the last word in all the particulars named.

"The first man we got in touch with was a wheat expert, so-called. He submitted his chapter for the book and it worked all through the machine until it got to me. I don't claim to be smarter than a lot of other people, but maybe I am more practical than some. Anyway, I quickly detected in the gentleman's article some statements about wheat-raising that caused me to think he was theorizing. He was. If we had sent that chapter out to the hard-headed farmers they would have laughed at us and naturally our machinery would have suffered a corresponding drop in their good graces. The book eventually was worked down to such a point as to really teach the farmer something and he accepted it gladly.

"The point I am trying to make is that advertising to the farmer must not only be written from his standpoint but must be techni-

cally correct. After all these years of experience, the only way I know of to get this note into the advertising is to know the farmer as well as you know your own business. And the only way to know him is to go where he is and talk to him man to man."

Just a few days before Mr. Wallis delivered himself of these

More Acres Per Hour At Less Cost Per Acre

Low operating cost, long and efficient service, constant daily performance and low upkeep cost per acre are made possible because of the design and quality of the

WALLIS

—more acres per hour—

In the field or on the lot, the Wallis is faithful. There are many Wallis owners in your neighborhood who will be glad to tell you why they consider the Wallis Tractor the best tractor made, the cheapest to buy and how the Wallis will insure your farm production. Ask them. You can afford to base your decision upon the tractor experience and recommendations of your neighbors.

You are entitled to own a Wallis—the Quality Tractor.

Wallis Supremacy

The Wallis Tractor is the evolution of a simple but fundamentally sound idea—that only a tractor of highest quality and most careful engineering can stand up under the terrific strains of farm work. The tremendous success of the Wallis is due to its inherent qualities, which have made it America's Foremost Tractor.

The Wallis owner never regrets his purchase. Ask the nearest Wallis owner. He knows. Your Wallis dealer will give you full particulars.

J. I. CASE FLOW WORKS COMPANY
RACINE, WISCONSIN

NOTE: We want the public to know that the

WALLIS TRACTOR

is made in the CASE FLOW WORKS COMPANY at Racine, Wisconsin, and is not the product of any other company with "J. I. CASE" in part of its corporate name.

THE AUTHORITY BEHIND THE WALLIS
TRACTOR ADVERTISING COMES FROM
INTIMATE STUDY OF FARM NEEDS

sentiments he had returned from an automobile trip through the wheat sections of Kansas and Nebraska interviewing farmers as to the virtues—and faults if it had any—of the Wallis tractor. He has a fine farm of his own just north of the city limits of Racine with a mile frontage on Lake Michigan. He knows a great deal about farming, therefore, at first hand. Mr. Wallis's farm, I happen to know, is the pride of his life next to his family and his business. I wish I had room here to describe it. He would rather be there than anywhere. But for eight weeks during this summer, while his blooded Ayreshire cattle were taking first prize at Madison, Wis., and his pansies being likewise honored at the Lake

Do You Sell Through Drug Stores?

There are 1,098 in Philadelphia

194 of the retail druggists of Philadelphia were asked to recommend the best newspaper for an advertising campaign for a high-class toilet article.

139 of these druggists recommended The Bulletin. The others divided their votes among the five other Philadelphia newspapers.

In Philadelphia there are about 400,000 separate dwellings, housing a population of close to 2,000,000. Each Philadelphia drug store therefore serves on an average the families in 364 dwellings.

The Bulletin each day goes into nearly every home in Philadelphia and its suburbs.

If your sales outlet is through the drug stores, you can get greatest efficiency from your advertising in Philadelphia and suburbs if you place it in The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



The circulation of The Bulletin is one of the largest in America.

A.B.C. report of net paid daily average circulation for six months ending March 31, 1922—494,499 copies a day.

New York—Dan A. Carroll, 150 Nassau Street
 Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.
 Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
 San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.
 London—M. Bryans, 126 Pall Mall, S. W. 1
 Paris—J. E. Hessey, 5 rue Lamartine (9)

(Copyright, 1922—Bulletin Company)

**If I could have the ear of the buyers
of national advertising for three minutes,
I'd say something like this:**

No national advertiser can afford to ignore the small town and rural market. Especially when he remembers that more than 50% of the literate families of the United States live on farms and in towns of less than 2,500 population. They may not buy Rolls-Royce cars but they are worth cultivating.

The typical list—and I've analyzed a lot of them—of the national advertiser, made up of magazines published for the news stands and woman's publications edited primarily for city-folk, reach a small percentage of the rural population, but by no means in sufficient number to give you adequate coverage. You can't avoid buying this rural circulation; from 15% to 25% of your total appropriation goes to pay for it; but it is spread out so thin that it is almost valueless.

The trouble with your list is this: You have never taken the trouble to analyze it in respect to urban and rural coverage, and the result is that in some states you have a 200% city coverage and very little coverage of the small towns and the farms.

Well, gentlemen, it's obvious that these things should not be. You are wasting money—and that's a crime in times like these.

The thing to do, it would seem, is to equalize your circulation. Reach your whole market. If you spent as much money proportionately for the small town dealer who handles your goods, as you

spend for the metropolitan dealer, your rural trade would double in a year.

There's no doubt about it.

And don't, I beg of you, overlook this: By equalizing your urban and rural coverage (by the simple process of revising you list) you double and treble the value of every dollar you are now spending in the city periodicals for rural circulation. You utilize a by-product which is now largely waste. And that's mighty good business practice.

Usually—on the average national list—a revision can be made which will cut down the excess city circulation, and build up the small town and farm circulation, without increasing the expenditure.

In this particular field, Arthur Capper's monthly magazine, *The Household*, renders exceptional service. In 22 years it has built up a circulation of a million and a half and a following that is not surpassed by any of the more pretentious magazines. It is edited and published solely for the small town and farm woman; and we modestly claim to know her, her problems, her tastes and her habits of mind and purse. We are one of her. The distribution of its circulation is such that it fits into and strengthens most national lists. I submit that it's worth your while to permit us to show you what it can do for you.

Lallah J. Cooper,
Advertising Manager

The HOUSEHOLD

ARTHUR CAPPER, Publisher, Topeka, Kansas

Sol. C. Berberick, Chicago
109 North Dearborn

E. A. Olms, New York
301 Fifth Ave.

B. P. Bartlett, Special Representative

An Increased Advertising Lead in August That Means Better Business in General

Where most Chicago business goes is a good place to go for more business in Chicago. There is, therefore, valuable significance for Chicago advertisers, and others who advertise in Chicago, in the fact that for the month of August, 1922, The Chicago Daily News printed 40,642 more lines of display advertising than it did in August of the preceding year. And this despite the fact that in August, 1921, The Daily News printed far more display advertising than any other Chicago daily newspaper.

Not only did The Daily News print a great volume of advertising for August than any other Chicago Daily Newspaper—it's gain in advertising was greater by many thousands of lines than that of any other Chicago daily newspaper—almost equal, in fact, to the combined gain of all the other daily newspapers.

Here are the figures, supplied by the Advertising Record Company, an independent audit service maintained by all the Chicago newspapers.

TOTAL AMOUNT OF DISPLAY ADVERTISING PRINTED BY ALL CHICAGO DAILY NEWSPAPERS FOR THE MONTHS OF AUGUST 1921 AND 1922.

	1921	1922	Comparison
The Chicago Daily News.	853,562 lines	894,204 lines	Gain 40,642 lines
The Post.....	286,387 "	314,499 "	" 27,112 "
The Daily Herald-Exam...	262,679 "	277,283 "	" 14,604 "
The Daily Tribune.....	635,176 "	643,105 "	" 7,929 "
The Journal.....	311,470 "	292,793 "	Loss 18,677 "
The American.....	540,358 "	490,858 "	" 49,500 "

Advertisers who seek a safe guide to increased business will find these figures of special significance. They reflect the judgment and experience of successful advertisers, year in and year out, in the Chicago field.

Here is the world's biggest, most compact single market reached by a single medium. The medium is

THE CHICAGO DAILY NEWS

FIRST in Chicago

Overcoming the Greatest Fault of Salesmen

Loss of Confidence in Self and in the House May Come to the Best of Salesmen—How Mallinson Restores Confidence to Its Men

An Authorized Interview by James True with

E. Irving Hanson

Vice-President of H. R. Mallinson & Company

THERE are many faults of salesmen of all classes that can, apparently, be traced to one general cause, one failing that breeds a host of others. Frequently, a sales manager will successfully overcome many minor faults of individuals, such as carelessness, laziness, inaccuracy, ignorance of selling and others; but find that his problems with his force, as a whole, continue to increase. He makes the mistake of treating symptoms instead of relieving the cause of many of his troubles.

This cause is no respecter of sales forces. Recently, E. Irving Hanson, first vice-president of H. R. Mallinson & Co., mentioned it as the undoubted basis of most of the selling problems with which his concern has to deal.

"Our sales force," Mr. Hanson said, "is comprised of about the highest type of salesmen that it is possible to employ. The silk industry pays its salesmen better than almost any other. All of our men have had a great deal of experience, they shoulder heavy responsibilities, and their average sales are in excess of \$300,000 a year.

"Our silks are among the most expensive manufactured anywhere. The names of our staple and other weaves are extensively advertised and widely known. Our materials are worn by many celebrated actresses and society women. And both our company and our merchandise are known to most of the large buyers of silks in the world, and to all fashionable dress designers.

"Nevertheless, our salesmen frequently find it difficult to sell our product. Sometimes they get into ruts. Every season some of our

men send us very small orders from old customers who have always bought in large quantity, and we know that the goods sold will not supply the established demand. A few salesmen will fail to sell well-established accounts that have bought regularly from us for years. Others will grow careless, make mistakes in writing orders, fail to send in reports, neglect their correspondence, pass up small accounts, and exhibit many of the failings that are familiar to every sales manager.

"For several years I attempted to correct these mistakes and failings as they were manifested, but with varying and negligible success. Then I found that they were usually the outgrowth of a general fault, one that was common with a number of men who exhibited a variety of others. Since then, when the minor failings arise we deal with the underlying cause.

"At all times and under all conditions, few salesmen are beyond the influence of this principal fault. And it is established and begins its demoralizing work when the individual salesman gives credence to the talk of competition.

ONLY A SMALL CLOUD ON THE HORIZON, BUT IT GROWS

"A great many buyers invariably meet the salesman's presentation of his samples with the statement that they can buy goods of the same quality at a lower price. Such buyers get into the habit of offering the lower-price argument, even when there is not the slightest basis for it, and frequently they are able to induce salesmen, who are allowed to do such a

thing, to reduce their prices.

"But when the salesman of a high-class line, every item of which is merchandised on a one-price basis, begins to place credence in the supposed lower prices of his competitors, his confidence wanes and his sales fall off, or he manifests his demoralized condition in other annoying ways.

"Now, I know that most sales managers will agree with the statement that the greatest asset a salesman can have is confidence in his merchandise, his house and himself. That has been repeated so frequently that it has become almost trite. But comparatively few, I believe, accept the fact as a basis of their entire sales management.

"With us, the primary motive of all selling is to establish the full confidence of our salesmen. The designing and manufacturing of our goods, advertising, the details of our merchandising and our educational work, all are strongly influenced by our desire to sustain the confidence of our men.

"By this policy we have lowered our cost of selling, increased our volume of business, and simplified our methods of sales management. And we have demonstrated that so long as the confidence of our salesmen is unimpaired, they will sell our goods satisfactorily and perform all of their tasks acceptably.

"When a salesman has been influenced by the almost incessant lower-price arguments of buyers, he may be expending greater effort than ever to keep up his volume of sales, and thereby neglecting his correspondence. He may put off sending in his reports because he is hoping for a change of luck. He may try to explain diminishing sales with 'weather reports,' or frankly tell us that he has found our prices out of line.

"No matter how he indicates his decreasing confidence, when he manifests the failings I have mentioned, or any of the usual faults, with a falling off in his business, we call him in. But we

do not blame such a salesman. Probably he does not realize why his sales have fallen off. He does not realize that the fault is his own—not once in a dozen instances. And he would resent our telling him that he had lost confidence.

"So, for several days, we allow him to absorb the prosperous atmosphere and suggestions of activity in our general salesrooms. He may wait on a few customers who, since they have come to buy, are not over-critical. We go over with him the large orders we have booked from the great stores in New York, Chicago and other cities. We let him see that all of our other salesmen are selling our goods in large quantities. And when his confidence is fully restored, we send him out again.

"This method is invariably successful. Our men have unusual ability or they would not be with us. Their selling depends more on their knowledge of the retail business and of the various appeals of fashion, than it does on talk. They present our merchandise intelligently, in such a way as to demonstrate a high degree of appreciation of its worth and its 100 per cent value. And we have proved that the success of our salesmen depends almost entirely on the success with which we establish and sustain their absolute confidence in our institution and our merchandise.

"We could not be successful in this if we were not familiar with all of the problems of our salesmen. Our sales managers and officials are all salesmen themselves. They not only demonstrate frequently their own ability to sell, but they prove to the men the salability of every item in the line. From daily experience we know what our men are up against, so we never overlook an opportunity to secure convincing, encouraging facts to send along to them.

"A prominent customer may buy largely for a certain peculiar purpose. His purchase may influence the style. It may offer innumerable suggestions of new

and novel uses of our merchandise. A complete account of the sale will give the men interesting facts to state, and it will reassure them, tend to strengthen their confidence.

"And, of course, our men are advised as to our advertising. They know our policy, and they receive advance proofs of every advertisement we publish. Whenever possible, to aid them, we link up several phases of our advertising with timely events.

"Because the leading lady of the film production, 'Molly O!' wore gowns made of our silk, we named the silk after the picture. All over the country, our men then linked up 'Molly O!' silk with the picture, wherever it was shown, by inducing our customers to use advertising and window space liberally. This campaign increased sales; but even a better result was its tendency to sustain confidence.

"Yesterday, our Fifth Avenue

showrooms were visited by Paul Poiret, undoubtedly the world's greatest creator of women's fashions. He was exceptionally enthusiastic over numbers of our silks because they suggested fashion designs. And we accepted a letter embodying his laudatory comment.

"Now, I suppose that our advertising manager will find excellent uses for that letter; but I am certain that the most effective result of both Poiret's visit and his letter will be the added endorsement, the stimulation to confidence, that it will give our salesmen.

"Many sales managers, I believe, forget that the confidence of their men is not static, and that it is continually being influenced. But we have found that when we are able constantly to build up the confidence of our men most of our other problems of sales management solve themselves."

**The
George L. Dyer Company
42 Broadway
New York**

**Western Offices
76 W. Monroe St.
Chicago**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Business Paper Convention Plans

The annual convention of the Associated Business Papers, Inc., to be held in New York on October 11, 12 and 13, will have as its main theme "Stabilizing Business." The principal address will be on that subject and will be made on the morning of the first day of the convention. The names of speakers and their subjects have not yet been announced.

During the afternoon of the first day the association will hold a joint session with the National Conference of Business Paper Editors. Editorial questions on policy and style will be discussed.

The annual banquet will be held on the evening of the first day of the convention at the Hotel Astor.

The second day of the convention will have two sessions. The first session, morning, will be concerned with a discussion of the subject "Selling Advertising." The afternoon session will be given over to a discussion of circulation problems.

The general business session of the association will be held on the third and last day of the convention.

Secretary Hoover Has Advertising Conference

Secretary of Commerce Hoover and Dr. Julius Klein held a conference with F. X. Wholley, vice-president of the Associated Advertising Clubs of the World, and James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, in Washington last week. The object of the meeting was the development of a closer co-operation between advertising interests and the Department of Commerce.

Montreal Agency Appoints F. W. McLaughlin

Fred W. McLaughlin has been elected vice-president and a member of the board of directors of The Dominion Advertisers, Limited, Montreal. He was formerly with A. McKim, Ltd., Montreal advertising agency as manager of the Montreal office. Before joining the McKim agency he was with the MacLean Publishing Company.

Tide Water Oil Advances Waldo Emerson

Waldo Emerson, who has been advertising manager of the Tide Water Oil Company, at New York, has been made sales manager of the Central Department, with headquarters at Chicago, of the Tide Water corporation.

With Indianapolis "News"

Lowell H. Stormont has joined the merchandising department of the Indianapolis News.

C. G. Ferguson with Printed Salesmanship, Inc.

C. G. Ferguson has resigned as secretary of the H. B. Craddick Advertising Agency, Minneapolis, to become, on October 1, executive manager of Printed Salesmanship, Inc., New York.

Printed Salesmanship, Inc., is an organization of New York and Brooklyn printing concerns which acts as a clearing house for the production of members' direct advertising. William Green, publisher of *Judge*, is president.

Previous to his connection with the Craddick agency, Mr. Ferguson was for twelve years advertising and sales manager of the Baker Importing Company, of Minneapolis and New York. Mr. Ferguson has also resigned the vice-presidency of the eighth district of the Associated Advertising Clubs of the World.

Knit Goods Association Appoints Kobbé Agency

Beginning on October 1, the Knit Goods Manufacturers of America will advertise nationally in order to promote a wider knowledge of the healthfulness and desirability of knit underwear. The Philip Kobbé Company, Inc., New York advertising agency, has been appointed to direct the campaign. Present plans call for the use of newspaper, magazine, trade paper and direct-mail advertising.

Utica, N. Y. Agency Appoints Secretary

Alwin J. Schied, formerly with the H. H. Franklin Manufacturing Company, has been appointed secretary of Wortman, Corey & Potter, Utica, N. Y., advertising agency. Mr. Schied previously had been advertising manager of Dey Brothers and Company, Syracuse department store, and before that was with the Syracuse Post-Standard and Herald.

Machinery Account for David C. Thomas Agency

The Barber-Greene Company, of Aurora, Ill., maker of loading and conveying machinery, has placed its advertising account with the David C. Thomas Company, of Chicago.

"Mah-Tay" Placed with J. H. Cross Co.

The Maté Corporation of America, of York, Pa., has placed the advertising of "Mah-Tay" with the J. H. Cross Co., advertising agency of Philadelphia.

Fisher-Brown Agency to Handle Metal Bed Account

The Smith & Davis Mfg. Co., St. Louis, maker of metal beds, has placed its advertising with the Fisher-Brown Advertising Agency of that city.

THESE FIGURES WILL INTEREST YOU

They prove the supremacy of The Indianapolis News by comparative line-age in its most highly competitive field

During the first eight months of this year The News (six issues a week) carried 547,613 lines of automobile, accessory and tire advertising. Its nearest competitor (seven issues a week) carried 509,259 lines.

This is unusual and impressive. You know the usual sweeping injunction from the space buyer on automotive accounts, "Sunday papers exclusively!" Yet The News, with no Sunday edition, leads its nearest competitor (including Sunday) by 38,354 lines in eight months!

Here is The News' lead in the three automotive classifications: 5,284 lines on automobiles and trucks, 15,477 lines on accessories, 17,593 on tires, all over its nearest competitor—and 7,588 lines on tires over *both* other Indianapolis papers!

To sell automobiles, accessories and tires in the Indianapolis Radius use

The Indianapolis News

FRANK T. CARROLL, *Advertising Manager*

New York Office

DAN A. CARROLL, 150 Nassau St.

Chicago Office

J. E. LUTZ, The Tower Bldg.

Use Newspapers on a Three Year Basis

AUTOMOTIVE INDUSTRIES
AUTOMOBILE

90% Of the Industry's Purchasing Power Is Centered in this Group of Executives

The automotive industry, with its numerous requirements for the production of raw materials, parts, accessories, tools, machinery and equipment.

Because of its comprehensive statement of the four phases of the industry: design, production, manufacturing and commerce, AUTOMOTIVE INDUSTRIES provides the industrial executive with a source of information and study which is available through no other means. That is why over 90% of the industry's purchasing power is centered in AUTOMOTIVE INDUSTRIES.

These are several of our studies. The industrial position of AUTOMOTIVE INDUSTRIES indicates a quick and effective answer to their most vital and pressing.

Published weekly by
THE CLASS JOURNAL COMPANY
310 West 39th Street
New York, N. Y.

A Few of the Publications that have quoted Automotive Industries in the past few weeks:

New York: The World, Herald, Times, American, Journal of Commerce, Tribune, Evening Post, Sun, Brooklyn Eagle, Financial America.
Boston: Transcript, Globe, Post, Traveller, Financial News, Christian Science Monitor.
Chicago: Journal, Post Telegraph, Journal of Commerce.
Philadelphia: Public Ledger, North American, Inquirer.
Detroit: Free Press, News & Journal.
Cleveland: Plain Dealer.
Newark: Metal Trade.
Milwaukee: Sentinel.
Minneapolis: News.
Tribune.
St. Paul: News, Press.
Cincinnati: Tribune, Commercial Tribune.
Pittsburgh: Post, Leader.
Washington: Post, Star.
Buffalo: Express, News, Inquirer.
Baltimore: American.
San Antonio: Express.
Los Angeles: Herald, Times, Express.
Rochester: Post-Express, News.
St. Louis: Globe-Democrat.
Kansas City: Star.
Belgium: La Gazette Le Liège, of Brussels.
Miscellaneous: Trenton (N. J.) Times; Yonkers (N. Y.) Herald; Portsmouth (N. H.) Star; Watertown (N. Y.) Standard; Manchester (N. H.) American; Hartford (Conn.) Courant; au Claire (Wis.) Leader; Providence (R. I.) Tribune; Massillon (O.) Independent; Springfield (Ill.) Register; Augusta (Me.) Dealer; Canton (O.) News; Paterson (N. J.) Press-Guardian; Peoria (Ill.) Journal; Morristown (Pa.) Times; Pitchburg (Mass.) Sentinel; Houghton (Mich.) Gazette; Springfield (Mass.) Union.

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New York,
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Recognized as an Authority

AUTOMOTIVE INDUSTRIES is the only automotive paper regularly quoted by the strong and important newspapers of the large financial and industrial centers.

It is recognized as an authority, not only within the industry, but by those who interpret the industrial trend for the general reader.

It reaches directly those in active command of the various departments of automotive industrial plants in this country and abroad; and indirectly, through the commercial, industrial and financial news agencies, its authoritative pronouncements are carried to those correlatively interested in the activities of this great industry.

The value transmitted to the advertising pages by such universal confidence in editorial competence and integrity is obvious.

Automotive Industries is a weekly business publication devoted to matters of interest to the automotive industrial field. It deals with the problems of:

Design, or Engineering;

Production, or manufacture;

Manufacturers' Merchandising, or analysis of markets and methods of marketing;

Administration, or industrial economics, the financial aspects of design, production, and sale.

It is read by executives in all departments of plants manufacturing cars, trucks, tractors, parts, accessories and equipment.

In some plants as many as 25 of the executives and engineers read the regular plant subscription copy of *Automotive Industries*, in addition to those who personally subscribe for the magazine. In many plants these personal subscribers number a dozen or more.

Automotive Industries is a Member of the A. B. C. and A. B. P., and is published every Thursday at 239 West 39th Street, New York, by

THE CLASS JOURNAL COMPANY

New York, U. P. C. Bldg.; Chicago, Mallers Bldg.; Boston, 185 Devonshire St.; Philadelphia, Widener Bldg.; Cleveland, Guardian Bldg.; Detroit, 317 Fort St., West; Indianapolis, 1212 Merchants' Bank Bldg.

Publishers of AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, COMMERCIAL VEHICLE, EL AUTOMOVIL AMERICANO, MOTOR BOAT, DISTRIBUTION, & WAREHOUSING, THE TIRE RATE BOOK

Try it out in Representative Milwaukee

Diversified Industries

Milwaukee ranks first in the United States as a city of diversified industries. 20% of its population is employed by its manufacturers. Its products range from kitchen utensils to steam shovels, from motorcycles to soap, from candies to socks.

These twelve hundred-odd manufacturers, backed up by the greatest diversity of farming, served by efficient retailers sustain the Milwaukee-Wisconsin market.

Milwaukee is a representative city for your product—"As Milwaukee Buys—The Nation Buys!"

Cover the Milwaukee-Wisconsin market with only one medium. The Milwaukee Journal goes into four out of every five Milwaukee English-speaking homes. It is read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee Journal

FIRST—by Merit

"As Milwaukee Buys—The Nation Buys!"

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Tide Water Uses Phonograph Record to Get New Dealers

In Selling Veedol Fordol the Company Is Using Unusual Sales Helps Backed by Advertising to Get New, and Hold Old, Accounts

By C. B. Larrabee

TO sell a new product, recently added to a widely advertised line, to the dealers who are already carrying the line is largely a matter of good salesmanship among old friends. But to introduce the same product to logical dealers, who, for various reasons, have never carried the line, needs good salesmanship backed by a new and forceful merchandising plan.

When the engineers at the refinery of the Tide Water Oil Company, manufacturer of Veedol lubricating oil and Tydol gasoline, recently completed several years of experiments on a new lubricating oil for Ford cars they turned the oil over to two large corporations for a series of rigorous tests. After these tests had been completed with more than satisfactory results the new product, Veedol Fordol, was put into the hands of the sales department. Fordol was ready for the market.

First of all, the Ford market has several peculiarities. Today the Ford is about the only car for which many manufacturers find it profitable to make particular products. More than 50 per cent of the automobiles in this country are Fords, which means that more than half of the automobile market should be receptive to a new product designed for this one make of engine.

The profit in this market has long been recognized by makers of accessories, with the result that Ford dealers all over the country have been swamped by salesmen selling special shock absorbers, timers, carburetors, bodies and what not. Not all of these products are good, and a great many of the good ones haven't been spectacular successes from the viewpoint of sales. Therefore the Ford dealer is apt to be a sceptical individual, who receives the sales-

man selling a new accessory with a lack of enthusiasm bordering on coldness. He won't throw up his hat at the mention of a new product for Ford cars, and often he declines to see the salesman selling it.

Nor is the Ford owner himself inclined to undue optimism at the mention of such a product, and his attitude strengthens that of the dealer.

The sales department of Tide Water knew that in every salesman's territory there were some dealers on whom the salesman had been working without a great deal of success. It also knew that there were other dealers who should be carrying Tide Water products who were not being approached by salesmen because the salesmen felt that time spent with them was wasted.

The department was also certain that in Fordol it had an admirable wedge to force its way into these dealers' recognition. Once they carried Fordol the department was sure they could be brought around to its other products. Fordol offered an ideal leader with which to carry Veedol and Tydol into new markets.

GETTING A HAND-PICKED LIST

On August 15 the company sent to all its salesmen a letter which began, "Here's a proposition for you. By September 10th send us the names and addresses of your 25 best Fordol dealer prospects. On September 11th we will mail these dealers a phonograph record of the Fordol story."

The letter then explained the record plan in more detail and closed with another appeal for the dealer list.

In this letter the company said in effect, "Now is your chance to get to those fellows you've always

wanted to get, the fellows who ought to carry Fordol but who don't. Don't send in the names of just twenty-five dealers. We want the names of the twenty-five biggest dealers in your territory who are not carrying our products. We want to help you sell them. We are limiting you to twenty-five because this is a special service—and we know that if you can send the names of only twenty-five dealers we will not be wasting any ammunition on dealers who don't count."

The salesman responded enthusiastically, and the company was soon in possession of an unbeatable list of prospects, containing the names of the best dealers all over the country.

As soon as this list had been compiled a blind letter was sent to each dealer. This was on a plain sheet of letter paper with no other clue to the sender than a room number at 11 Broadway, New York, the company's home address.

The letter said:

GOOD THINGS DON'T ALWAYS COME
IN LARGE PACKAGES
Listen!

In the next couple or three days the postman will hand you a package—

A little package no larger than a box of handkerchiefs—

A little, flat, black, round object with a hole in the centre—

A little bit of a thing you can find more than one use for—a record you cannot break—but which will help you break records.

Keep your eye open for it—and remember—in the next couple or three days—

Patience!

Three days after the dealer got the letter he received the promised package. This was also sent out with no marks of identification and contained a small, double-faced record, a little more than six inches in diameter. There is also a card with this rhyme:

For a minute or two—
When you've nothing to do
I want you to listen to me.
I'll tell as a friend—
From beginning to end
Well, sir, just play me and see.

The reasons for the choice of a phonograph record are interesting. In studying statistics the

company found that there are more phonographs in the United States than there are automobiles. This means that almost every dealer to whom the record is sent will have a machine. The few who have none will be able to get the record played by a neighbor.

The next factor—and big one—is that few dealers will throw the record away. They will give it at least one hearing; curiosity takes care of that. Now there enters another factor. During the day the average dealer is apt to be approached by several salesmen. To each one he can give only a little time, and often that time is taken from other business. His attention is not concentrated, because he has the conduct of his business on his mind. But the phonograph record is stuck in his pocket and taken to his home. There he has no outside disturbances. He isn't thinking about the office, and so the record gets his undivided attention.

The record itself has an orange and black label, orange and black being the company's colors used on all its display material and on Veedol cans. And nowhere does it tell by whom it is issued. To the last the company prefers to keep up its "teaser" campaign.

One side of the record is called "The Song of the Road," and when the dealer plays it he hears a parody on a well-known song in which Veedol Fordol is played up as the big thing for 1923. The song is catchy, the words easy to remember, and if the record is played more than once or twice it will work its way into the dealer's consciousness unforgetably.

The other side of the record is called, "Carry Me under Your Bonnet" and is a short sales talk on Veedol Fordol. It lists briefly the eight economies of Fordol and ends up with a sentence which serves to win an introduction for the salesman. "In a few days," it says, "a salesman will visit you to talk about Fordol. Give him ten minutes of your time, five minutes while he explains his proposition and five minutes while he takes

Selling THE LABEL~



Drawing by Mary McKinnon

© Mangone

WE have used Vogue for many years to advertise directly to the dealer. This policy has been extraordinarily valuable in placing our designs with the highest type of retailer in more than 200 cities.

We find that Vogue's dealer influence is ever present and steadily increasing in these cities; and that Vogue is followed as carefully by the well-to-do women in western and middle-western cities as it is by the smartest women in New York. We will certainly continue to use Vogue.

(Signed)

Mangone

VOGUE

you for a ride and demonstrates Fordol."

Two or three days later the salesman appears—and the chances are ten to one that he gets his hearing. The company is willing to put the final selling test up to its salesmen backed by Veedol Fordol itself.

Of course this phonograph record is only one unit in the company's campaign.

The first announcement of Fordol was made late in August in a double-page spread in a magazine of national circulation. Headed "Science perfects a new economy oil for Fords," this advertisement told the history of Fordol and then played up in tabular form the eight economies of the new oil. These economies as listed by the company are: 1—Ten to 25 per cent saving in gasoline; 2—Eliminates costly "chatter"; 3—Ten to 25 per cent saving in oil; 4—Ten to 25 per cent less carbon; 5—Resists heat and friction; 6—Increased ability to coast; 7—Resists fuel dilution and 8—Fewer repairs.

In the lower right-hand corner of the advertisement was a coupon offering the company's two booklets, "101 Economies for the Motorist" and "The New Economy Oil for Fords."

The latter is a booklet in two colors explaining Fordol more fully. In preparing this booklet the company kept away from any discussion in technical terms. It forgot viscosity to speak of economy. The booklet tells again the history of the discovery of Fordol and something of its composition, and then plunges into selling arguments. The story is written in the language of the motorist and is illustrated by several effective cartoon drawings.

Each dealer was then sent a folder describing the Veedol Fordol service. This folder is in effect a series of a dozen advertisements directed at the dealer—and telling him how to sell Fordol. In the index it lists the various aids to Fordol sales.

First is a jumbo advertisement, reproducing in large size the

original double-page spread, for use in dealers' windows. The index then turns to the contents of the folder.

On an early page is an explanation of the Fordol market, headed, "Your market for Veedol Fordol is 54 per cent of the automobiles in your territory." Later the eight economies are listed again, good talking points for the company and the dealer. The company then explains its advertising.

In addition to the advertisement and the folder already mentioned there are listed consumer letters, booklets, blotters and local advertising. The consumer letter, furnished at cost by the company, is an invitation to Ford owners to test Fordol. It resembles an engraved invitation—quiet, dignified and yet with plenty of punch. For local advertising the company is furnishing electros in different sizes. The blotters offered show a picture of a radio fan getting the good news about Fordol, and liberal space is left for the dealer's name.

The use of a phonograph record to smooth the way for the salesman who is after a new and difficult account presents an interesting selling angle to the manufacturer who wants to get his salesmen in to see hitherto unapproachable dealers. The Tide Water combination of record and teaser campaign is effective. The company won't open up every new account it goes after, but it feels that it will succeed in making many dealer contacts that otherwise would have been impossible.

H. P. Martin with Des Moines, Ia., "Register" and "Tribune"

H. P. Martin, Jr., circulation manager of the Des Moines, Ia., *Capital*, has resigned to become manager of the syndicate department of the Des Moines *Register* and *Tribune*.

Specialty Manufacturers' Convention

The American Specialty Manufacturers' Association will hold its annual convention at Atlantic City on November 15, 16 and 17.



New Paris fashions painted by Jean Gabriel Domergue and reproduced as a frontispiece for the October Bazar.

DOMERGUE, after years of fashion work, leaped full into the limelight by capturing first prize at the Paris Salon. Now the more fashionable one is in Paris the more necessary it is to have one's portrait painted by Domergue. Domergue, together with Drian, Erté, Soulié, Baron de Meyer and others, bring the very spirit of fashionable Paris to the pages of Harper's Bazar.

Harper's Bazar



Sword of Gideon, stung into forgetfulness, leaped into full stride, two full lengths in the lead of the field before the others were under way.

"Hardshell" Gaines

By Hugh S. Fullerton

"WHAT the hell do you think of that?" Sorgan, owner of Patsy Frewan, demanded. "Old Hardshell Gaines has entered Sword of Gideon."

There was a chorus of curses.

"That hound of his ain't got a chanst," declared Kinsley. "It's ten to one he runs the wrong way of the track. . . ."

"Better pick one of our horses to bump him and put him over the fence" snarled McGuire. "He ain't got any business in this. He knows Attorney Jackson can beat him. . . ."



But Attorney Jackson *didn't* beat him; and neither did—but that is to anticipate this corking story of the track.

How Hardshell Gaines squared accounts with Big Jim Long and turned to his advantage the accident that had once nearly doomed the Sword of Gideon's entire racing career, makes one of the most masterful stories that has ever come from the master hand of Hugh S. Fullerton; and when it comes to sporting stories, that is no small distinction.

The story is just one of the many good features from the October Elks Magazine.

The extent to which Elks stories are being discussed in advertising circles these days, would serve to indicate that the magazine has caught on with advertising men as well as it has with Elks.

Does your copy of the magazine reach you regularly? If it does not, a request on your letterhead (if you are a national advertiser or the agent for one) will bring the October issue forthwith.

The Elks

Magazine

"850,000 Voluntarily Subscribed For"

50 East 42nd Street, New York City

Telephone Vanderbilt 8787

THE FARMER WANTS FACTS

FRILLS and theories may appeal to the idle rich, but the farmer insists on practicable, workable facts.

That is why every member of the editorial staff of The Oklahoma Farmer-Stockman is a "dirt farmer." He must know what he is writing about from actual experience.

Members of the staff travel 50,000 miles annually, personally searching for and examining improved soil and tillage methods that have proven successful on Oklahoma farms.

There is no guesswork about the editorial policy of Oklahoma's Favorite Farm Paper.

*Most Circulation
Lowest Rate*

The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Overcoming the Last Hazards of Newspaper Art Reproduction

Half-tones That Print, Close-Grained Crayon, Pencil and Dry-brush Techniques Made Practical for Newsprint—Novelties Introduced

By a Commercial Art Manager

IT has long been the desire of advertisers to give the refinements and atmospheric qualities of a periodical campaign, to space used in newspapers. Up to a short while ago, however, the feeling was general that it could not be done with any degree of success. The limitations were too marked. Why attempt to combat the impossible? There were known hazards, past all controverting.

The ascent to almost ideal in newspaper advertising as related to illustrations has been so gradual, that even the advertiser himself is not fully conscious of the strides that have been made.

The formerly "impossible" is being done every day. The limitations have, to a large extent, been removed. The bars are down. Provisos and rules are far less in number. Newspaper campaigns of the hour are excellent in their subject material and in their method of presentation.

All of this is good news to advertisers everywhere.

What has brought about this transformation? The mechanical obstacles have not decreased, save in a few instances.

Artist and engraver have united resourcefully to solve the problem. Admitting inexorable handicaps, they have said: "It can be done." The newspaper half-tone has seemed to be the most stubborn problem of all. Advertisers have genuine need for recourse to half-tones in newspaper campaigns. All line drawings do not provide sufficient variety. Often a photograph should be reproduced in connection with a certain type of advertising, because of the authenticity it carries. In the past, it has been necessary to do one of two things; make a coarse-screen half-tone and trust to luck, or have an artist make a

line drawing from the original.

Modern engravers have been studying this field for many years, and it would seem they have come as near mastering it as will ever be within human range. Every large engraving house has its specialist, who concentrates on the newspaper half-tone. This has brought new processes and a greater degree of efficiency.

THE QUESTION OF ETCHING

In general, it may be said that many newspaper half-tones fail to print sharply, clearly, without smudges and blurs, because they are not etched sufficiently deep. The raised metal surfaces do not present enough printing surface. The rushed-out plate is apt to mean the shallow plate. Give the engraver time—plenty of it.

And always remember the trying exigencies, in a mechanical sense, in the making of the average mat. The pulpy, wet composite must literally squeeze in and down between every tiny crevice. The finer the half-tone screen, the more difficult this process becomes, naturally enough. In the coarse-screen half-tone, the making of the mat is less of a problem.

If it were always possible to print direct from a half-tone plate, it would make a great difference. This can't be done in newspaper work. It is lack of knowledge of this engraving side of the question that brings so many disappointments. Those who order engravings do not take the trouble to investigate. It has been said that the most successful artists and art managers, in the production of newspaper campaigns, are men who have served apprenticeship on a paper and are familiar with every phase of the question.

Among the engraving develop-

ments may be mentioned what is known as the "Double-Surface Plate." The ordinary half-tone has an even surface on its printing face; that is, all tones are represented by a universal plane. In the newer plate, there are two distinct elevations.

If you took one of these plates and examined it from an end

more delicate. Special etching is necessary in this process, and after the actual etching, a mechanical buffer grades down the "jump." If this were not done, the demarcation would be abrupt, and little traceries of white lines might be visible in the printed result.

The double-surface plate can get along fairly well without make-ready, which, of itself, is a great asset, for this last work in the forms is very apt to be neglected or ineptly done.

Then there is the enamel-surfaced plate, requiring infinite attention in the "baking," since it must be evenly distributed. A new type of "baking" comes in the form of an oven, which distributes heat from above, sides, etc. The old method was to hold the plate with pliers over a gas flame, heating the under side.

The plate surfaced with this enamel is harder, wear-resistant, sharper. It is responsible for many of the very fine half-tone results observed in newspapers, and advertisers are calling

for it—when there is sufficient time.

It seems necessary to tell over and over again the wisdom of preparing photographs for coarse-screen half-tone reproduction. Engravers are quite helpless when the original is at fault to begin with.

Practically no prints are suitable, as they stand, for use on newspaper stock. Their values, tones, should be cut down as far as possible, to three and not more than four planes of "color." If, for example, a bust portrait is to be reproduced from the conventional camera study, contrasts in value which are lacking, must be provided by the retoucher. If a background tone melts into the



IN THE ORIGINAL NEWSPAPER ILLUSTRATION, IN WHICH THE BACKGROUND WAS IN HALF-TONE TINT, THIS DRAWING WAS EFFECTIVE

elevation, under an enlarging glass, you would discover two planes of ink contact and printing surface. The middle tones compose one, the lighter tones and high-lights a second. There is a step-down, in the metal, from one tone to another—from the heavy to the light.

Thus, areas of the subject which are dark, present the higher printing plane. The more delicate tones come second, although the difference is exceedingly slight. This means that there is certain to be clearer demarcation in the printing on poor paper. For the printing surface with the most pressure, under press contact with paper, is sure to be heaviest. When there is less resistance, the tones are

Is Your Distribution Cost Too High?

The present cost of distribution is hurting the manufacturer, the jobber, the retailer, and most of all, the consumer.

Our "Index to National Distribution" which includes the 663 Trading Centers provides the national advertiser with invaluable data to be used as the logical basis for *economical* distribution of his product.

A solution has been found to meet this all important problem.

"An Index to National Distribution"
will be sent upon request.

Follows the Trade Channels
Cosmopolitan
America's Greatest Magazine

W. S. BIRD

Eastern Sales Manager

A. C. G. HAMMEISFAHR

Business Manager

J. J. BARNETT

Western Sales Manager

head, giving a hazy, uncertain effect, then the artist should paint a distemper surface over the old tone, dispensing with it entirely. A light background tint should set off a dark head. Sometimes a very dark background will provide essential contrast for the study which is delicate in tone values. The best plan of all is to silhouette such portraits, eliminating the background entirely.

Study the reduced facsimile of one of a series of half-tone advertisements, four columns wide, successfully used for Dobbs Hats. It is admirable, as an example. First—the generous size is all in its favor. Small newspaper half-tones are less likely to make a good showing than larger ones.

Next, consider the marked contrasts of light and shade. Here the background has been made light, very light, barely a tint, and absolutely even in tone. The head, in its values, has nothing to combat. It is a case of good strong tones against light ones. And where the delicacy of a shade in the hat was likely to merge into the background, the engraver has touched out an area of protecting white. Along the front rim of the hat, also, the pure white paper shows through. These guardian whites, for contrast's sake, are elsewhere in evidence, as in the cuffs, the handkerchief and the shirt bosom.

It is safe to say that one-half of the original subtleties of tone of the original photograph have been lost in reproduction and in the elimination made inevitable by the coarse dots of the half-tone screen. This is because the dots stand out alone, each apart, in lit-

tle areas of space—and this space was formerly tone—on the photograph. Count on the inevitable subtractions of the engraving.

Therefore, while it was not so essential in the case of this original, in the large majority of cases retouching should be added to make up for what is certain to be cut away by the half-tone



DOBBS HATS

The Dobbs *BEAUTON* is distinctively a New York hat designed for discriminating men—those for whom the best is none too good. It is one of the new Dobbs models for Autumn. *Seven Dollars.*
Dobbs & Co., New York's leading HATTERS—610 and 144 Fifth Avenue

Exclusive Representatives in Albany of the Principal Cities

ESPECIALLY PLEASING TREATMENT FOR NEWSPAPER ILLUSTRATION

screen. Contrasts on your original will disappear in the chopping-up process. They must be strengthened, made more rugged, positive.

A special retouching color may be used. It is scientifically and sympathetically keyed to the engraver's camera. With it, dark tones are strengthened, and delicate ones "snapped up."

Where pure white effects are desired, stopped out on the plate by the engraver, these areas can actually be painted in with white pigment. And this brings up an important point—these retouched



An index of good business conditions in the Northwest is evident in the nine months' increase over last year of 750,000 lines in national advertising carried by the Journal and the Tribune. The Journal leadership in national advertising for this same period is 40,000 lines.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

ONE MILLION PEOPLE

JUST think how many different things you want—and get—in the course of a year, and then multiply the number by a million. You thus get an idea of the size of the Connecticut market. It is, in truth, the market of a billion wants.

It wants things to wear, things to eat, things for the home and the office.

And, what is more important, it has the money to buy them!

Connecticut's workers have buried the past, with its shifting dollar value, its unsettled labor conditions, its bumpy buying periods. They are facing the east—and *working*.

Isn't it simply common sense to go after such a market?

ONE BILLION WANTS !

GILMAN, NICOLL & RUTHMAN, Representatives
Canadian Pacific Bldg. Tremont Bldg. Tribune Bldg.
New York Boston Chicago

subjects are apt to look somewhat crude. They assault the eye. Under no circumstances would you want them to reproduce exactly as they are. And they never do. They are softened by the screen or tightened, when needed, as the case may be.

This retouching is an art and a very special art, too. It comes from a knowledge of printing, of paper, inks, engraving.

Where an original wash drawing is used for newspaper reproduction, the same rules as to vivid, alert contrasts are necessary. In fact, such illustrations should be made with that specific end in view. The magazine original will not "show up" well on newspaper stock. It contains far too many intermediate gradations of tone. The best type of newspaper wash drawing often confines itself to three or four tones, and no more.

The blending of several techniques, including half-tone, has done more than anything else to lend desirable variety to newspaper advertising. Sometimes these require combination plates. A figure may be drawn in crayon, sketchily, and etched as a line unit, while its background can be in half-tone tint. Such blends are very pleasing. The strength of the half-tone can be determined by the artist when making the illustration and is a matter merely of the tint that is blown in with air-brush or painted in, in distemper gray. This style is particularly happy when it is opposed to generous areas of white.

Then again, a pencil or crayon or charcoal figure will confine half-tone to certain portions of the actual figure. A popular idea is to give skin texture by allowing the screen to run over face and hands.

Originals had best be very near

actual size. This rule bears constant repeating. You can never be quite sure of what will happen when a piece of copy is five or six times its actual reproduction size. Originals in crayon, pencil, dry brush on surface paper are at their best when made the exact size, allowing for no reduction whatsoever.



ANOTHER ILLUSTRATION THAT PRINTED WELL ON NEWS STOCK

Newspaper Advertising for Blow Pipe Furnace

The Silverton Blow Pipe Company, Silverton, Ore., manufacturer of the Sibloco furnace, is conducting an advertising campaign in Portland newspapers which will run for three months. The Arcady Company, Portland advertising agency, has the account.

Returns to Seattle "Post-Intelligencer"

The Seattle *Post-Intelligencer* has added to its staff James F. McGuigan who for the last three years has been with the Tacoma *Times*. Mr. McGuigan had been with the *Post-Intelligencer* before he joined the *Times*.

Kalburnie Gingham Account for Seaman Agency

Amory, Browne & Company, Boston, selling agents for Lancaster Mills, manufacturers of "Kalburnie" gingham, have placed the advertising for this product with Frank Seaman, Inc.

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These strangers we have married

WE wives make up a very considerable proportion of the 1,800,000 folks who buy THE AMERICAN MAGAZINE every month. And if you ask us *why* we buy it, we should probably answer this—there never has been a magazine that revealed to us so much of the hidden thoughts and problems of our husbands.

THEY sit sometimes so quiet and pre-occupied; what goes on inside their minds? Do they really think better and

deeper than we? Or do they merely think differently?

"Do Men Have More Brains Than Women?"

An interview with a famous psychologist in **THE AMERICAN MAGAZINE** for *October*.

AT INTERVALS they desert us. "Business," they say, has "called them away." What do they do on these business trips? How much time do they waste? What do they gain?

"What I Get Out of My Trips to New York," by a small town business man, in **THE AMERICAN MAGAZINE** for *October*.

THIS "BUSINESS" that absorbs them—is it a game or a battle? Are our men, who are honest, held back because they are

honest? Would they move forward faster if they were not so square?

"The Power of Frankness in Business," by a great executive, in THE AMERICAN MAGAZINE for *October*.

WHAT is the fascination that keeps them at work long after they have earned enough? What are their real ambitions? What sort of ideals endure?

"I Picked My Goal At Ten—Reached It At Sixty," by a noted novelist, in THE AMERICAN MAGAZINE for *October*.

THERE are magazines edited for women and magazines edited for men. THE AMERICAN MAGAZINE is edited *for people*; it is not merely literature, it is LIFE. Men read it and discover themselves in its pages; we women read it and discover

our men, who share our lives yet live
such different lives—these strangers we
have married.

The
American
Magazine

1,800,000 Circulation

The Crowell Publishing Company

Frank Brucher, Director of Advertising

381 Fourth Avenue

New York, N. Y.

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Editor

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These Manufacturers Are Helping Retailers to Become Better Business Men

Imperative Need for Better Dealer Co-operation Exists in Many Lines

THE GATES RUBBER COMPANY
DENVER, COLO.

Editor of PRINTERS' INK:

It will be appreciated if you will send to me a list of any articles which you may have published regarding the extent to which manufacturers or jobbers have gone in any programme designed to make better merchants and better business men out of the dealers who handle their products as retailers.

I am glad there is a magazine, PRINTERS' INK, through which I may with confidence apply for information regarding a subject like this.

THE GATES RUBBER COMPANY,
R. M. DULIN.

General Credit Manager.

THERE is scarcely another subject in the whole realm of modern merchandising in which manufacturers selling their products through independent dealers have a more vital interest at the present time than the one referred to in Mr. Dulin's letter.

Making a better business man of the retail dealer becomes daily more important. There are products like Coca-Cola, Wrigley's Chewing Gum, S. B. Cough Drops, Campbell Soups, that may be said to require hardly anything more than courtesy and promptness on the part of the retailer in serving his customers. Again, there are products with a service attached, like office appliances, tractors, cameras, phonographs, linoleum, where repeat business depends almost entirely upon what the retailer does with the customer after he gets him—when it may be said that the manufacturer entrusts all his good-will to the retailer, to preserve or dissipate, on the first sale.

One might suppose it would be only the manufacturer with the more or less technical product who would be concerned in making his dealer a successful and efficient representative. This may have been so for many years. That it is no longer so is proved

by the work recently undertaken by the Coca-Cola Company in sending out crews of men to stand behind the retailer's soda counter, like his own employees, and wait on the store's customers. They meet the public as Coca-Cola representatives and offer a standard of service that is of value both to the retailer and the company. Indirectly this sort of work helps make the retailer a better merchant because it helps him sell more goods.

There are thousands of products of an in-between nature, like automobile tires, clothing, shoes, food, household appliances, paint, safety razors, that are neither as simple to sell as chewing gum nor as complicated as milking machines, where much waits for the manufacturer to do in helping the retailer to sell them more successfully and to make of himself a better merchant. In some lines, almost nothing has been done and the opportunity is going to reward highly manufacturers who can beat their competitors to it. A splendid example of what can be done in a field that promised little at the beginning is the experience of such concerns as Samstag & Hilder Brothers, the I. B. Kleinert Rubber Co., both of New York, and the Narrow Fabric Co., of Reading, Pa., maker of Nu-fashond shoe laces, rick-rack and other goods. The retail merchandising of notions was as chaotic and unorganized as a line of goods could be until the manufacture took the retailer's problem and solved it for him. Samstag & Hilder Brothers, for example, designed a series of standardized notion departments involving complete stocks of the entire line of items—items that ran into the hundreds—and offered them to the retailer according to the size of his store, like stocks representing

a \$1,000 assortment, a \$2,000 assortment, or a \$5,000 assortment. The assortments are carefully chosen to give the merchant an equal turnover on all items in a certain length of time, which enables him to know how profitable the department will be.

Of the articles that have appeared in *PRINTERS' INK* on this subject, by far the largest number describe how manufacturers have helped their dealers to become better sellers of the advertiser's merchandise. The Armstrong Cork Company, for instance, offers the dealer an educational course designed to help him put his floor-covering department on a growing and profitable basis, thus resulting not only in increased sales of linoleum, the company's product, but of every other article sold in the department. This article will be found in *Printers' Ink Monthly* of June, 1922, page 64. The salesmanship classes of the Victor Talking Machine Company (*PRINTERS' INK*, March 31, 1921, page 3) and the Eastman Kodak Company (*PRINTERS' INK*, November 17, 1921, page 57) explain methods of educating the dealer at the factory, while a plan devised by the General Electric Company (*PRINTERS' INK*, Feb. 10, 1921, page 148) shows how one company took its educational programme to the dealer in the field.

Other articles which have appeared on this subject are listed below.—[Ed. *PRINTERS' INK*.

(Printers' Ink Monthly)

How Your Competitor Builds Up Your Business (Dealers are educated on the Thor selling methods at a school maintained at Chicago); August, 1922; page 35.

Four Hundred Retailers Join in Making This Dealer Service Book (Universal Portland Cement Co.); August, 1922; page 44.

Advertising Selling Course Direct to Dealers' Salesmen (Armstrong Cork Co. appeals directly to clerks and secures 3,415 enrollments); June, 1922; page 64.

Educating the Retailer by Instructing His Sales Force (House of Kuppenheimer); May, 1922; page 21.

Rumely Dealers Work in Shops to Learn How to Sell Tractors; April, 1922; page 33.

Broadsides for the Retail Clerk

(Aluminum Goods Mfg. Co.); November, 1921; page 104.

Show the Dealer His Market; November, 1921; page 42.

Getting the Dealer to Understand Your Line (Hansen teaches retailers how best to sell product by correspondence course on science of glove industry); June, 1921; page 34.

This Manufacturer Educates Retailers' Clerks (House of Kuppenheimer); November, 1920; page 62.

Educating the Stationery Dealer in Social Usages (Eaton, Crane & Pike Co.); October, 1920; page 130.

How Armour Helps the Retailer Help Himself; October, 1920; page 45.

Historical Talks for Retail Sales People; June, 1920; page 72.

(PRINTERS' INK)

Give This Term a Vacation (Educate the dealer); March 23, 1922; page 163.

The Dealer Education Work of One Association (Plumbing Industry); January 12, 1922; page 136.

More Retail Education Needed; January 12, 1922; page 182.

Letters to Teach the Dealer to Be a Better Merchant (Vermont Marble Co.); January 5, 1922; page 111.

How Shall Manufacturers Train Department Managers for Their Distributors?; November 24, 1921; page 33.

When the Dealer Fails to Render an Advertised Service—What Then? (Eastman Kodak Co.); November 17, 1921; page 57.

The Retail Merchant's Biggest Problem—His Clerks; November 10, 1921; page 117.

Educational Congress Formed for Western Retailers; October 6, 1921; page 44.

Builds Future Business by Finding and Training Retailers; June 23, 1921; page 93.

Salesmen's Course Adds to Force of Increased Advertising (Kuppenheimer); June 2, 1921; page 159.

Teaching the Dealer the Meaning of Marketing (Avery Co.); May 26, 1921; page 112.

Advertiser Shows Retailers How to Do 58 Per Cent of Their Business in Off Months (U. S. Tire Co.); May 19, 1921; page 3.

Crowding Successful Sales Methods on the Dealer (John Lucas & Co.); April 7, 1921; page 36.

How Victor Educates the Retailer to Sell Red Seal Records; March 31, 1921; page 3.

How Sherwin-Williams Reduces Dealer Mortality; March 17, 1921; page 61.

Do Your Customers Scatter Their Buying? (Wilson Bros.); March 17, 1921; page 81.

How Gossard Is Making Better Retail Saleswomen; March 3, 1921; page 61.

How Selfridge Trains Salesfolk; February 17, 1921; page 116.

G. E. Merchandising Specialists Carry Sales Messages to Dealers; February 10, 1921; page 148.

How Educational Advertising Sells Foot Appliances (Wizard Co.); January 20, 1921; page 57.

How to Rouse the Indifferent Retail Clerk (United Drug Co.); January 13, 1921; page 61.

The Fact Is—

About one-half of the Chicago people who read newspapers read the Chicago Evening American.

And no advertising campaign planned for that city can be fully successful that does not include both Evening American merchandising service and Evening American space.

CHICAGO EVENING AMERICAN
EVENING

A Traveling School Teaches Tire Surgery (Miller Tire Repair School); December 23, 1920; page 83.

Will Show Dealers How to Sell Underwear (Robert Reis & Co.); September 2, 1920; page 68.

Multiplying the Uses of a One-Purpose Article (Armstrong Cork Co.); August 26, 1920; page 12.

Organizing Salesmen to Handle Themselves (Sherwin-Williams Co.); April 15, 1920; page 3.

Remember the Clerks' Troubles Before Turning on the "Uplift"; July 17, 1919; page 47.

What Manufacturers Can Do to Develop Clerk-Interest in Their Products; July 10, 1919; page 85.

Teaches Dealers to Clinch the Sale of Farm Machinery (J. I. Case Threshing Machine Co.); May 15, 1919; page 57.

Forward Steps in Educating the Retailer; May 1, 1919; page 152.

A Sales Force That Doesn't Solicit Orders (Victor Talking Machine Co.); April 24, 1919; page 3.

A Plan That Clinches Confidence in Hygienic Appeal (Instruction Course in corsetry by mail given by International Corset Co.); March 27, 1919; page 84.

Shift of Workers to War Work Helped Foot Specialty Advertiser (Scholl Mfg. Co.); November 14, 1919; page 112.

How Sherwin-Williams Help Their Agents Speed Up Turnover; October 10, 1918; page 17.

Consumers Didn't Know How to Use the Goods (Dealers and Their Clerks Were Instructed in the Use of the Twinplex Stroppler); October 3, 1918; page 46.

Printz-Biederman Brings Retail Sales-girls to the Plant; September 19, 1918; page 129.

Rexall's Sales Tips to Dealer-Partners; June 27, 1918; page 33.

Giving Dealers Leads for Business in Their Own Front Yards (Sidway Mercantile Co.); March 28, 1918; page 89.

Getting the Dealer Enthused Over the Clerk Manual (Alfred Decker & Cohn); August 30, 1917; page 97.

A Trade Catalogue That Educates the Dealer; August 2, 1917; page 57.

Manufacturers Should Band Together to Send Retailers to School; April 5, 1917; page 68.

Focussing on the Retail Clerk; March 22, 1917; page 127.

Cultivate the Clerk to Get Good Showing for Your Store Advertising; March 1, 1917; page 37.

An Effective Service Department for Retailers; February 8, 1917; page 105.

Devising Special Sales Plans for Dealers; January 4, 1917; page 36.

Teaching Clerks to Sell a Semi-Technical Product (American Ironing Machine Co.); December 28, 1916; page 61.

How Hart Schaffner & Marx Make Better Salesmen of Their Dealers; December 14, 1916; page 33.

What Makes Hart Schaffner & Marx's Letters to Dealers Effective?; December 7, 1916; page 3.

Royal Tailors Start Store to Coach Dealers; December 7, 1916; page 65.

What Advertisers Are Doing This Fall to Educate Dealers' Clerks; November 2, 1916; page 95.

How Atkins Directs the Energy of Retail Salesmen; October 5, 1916; page 17.

Conserving Old Dealers Rather Than Switching Agencies; September 28, 1916; page 45.

Winning the Clerk by Catching His Viewpoint (Armstrong Cork Co.); August 17, 1916; page 76.

How Hudson Teaches Auto Dealers to Be Merchants; July 27, 1916; page 76.

The Tide of Declining Wholesale Business Turned by Showing Retailers How to Sell More; July 13, 1916; page 31.

How Hyatt Advertises to Retail Automobile Salesmen; May 18, 1917; page 17.

Showing the Dealer Exactly How to Sell; January 20, 1916; page 148.

How Garland Stove Co. Makes "Salesmen" Out of "Clerks"; October 14, 1915; page 54.

The Dealer's Viewpoint in Educating Clerks; September 9, 1915; page 46.

How Department Stores Are Training Their Clerks in Salesmanship; August 5, 1915; page 33.

How Rexall Increases Selling Power of Retailers' Clerks; June 10, 1915; page 3.

Teaching the Dealer to Know His Own Business; June 3, 1915; page 3.

How Printz-Biederman Teaches Salesmanship to Dealers' Clerks; October 1, 1914; page 3.

Ways of Educating Clerks; September 3, 1914; page 60.

Making Better Customers by Making Better Dealers; May 21, 1914; page 3.

Postmaster-General to Address Direct-Mail Advertisers

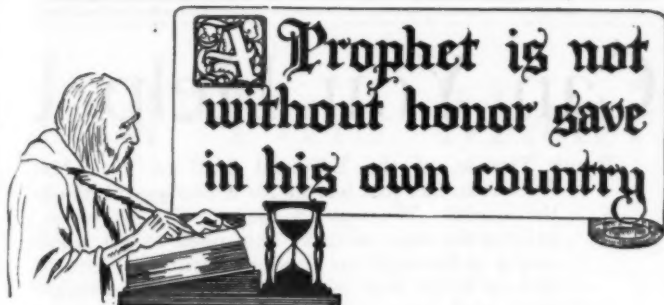
Postmaster-General Hubert Work will make an address at the Direct-Mail Advertising Association Convention, which will be held in Cincinnati from October 25 to 27. His subject will be "The United States Post Office and the Part It Plays in Direct-Mail Advertising." Among other speakers who have been secured is Fred Y. Presely, general manager of the Harvard University Economic Bureau, who will discuss "Establishing a World Market during a Depression."

Joins Art Staff of David A. Coleman Co.

L. W. B. Taenzer, for the past fifteen years connected with the art department of the Gardner Advertising Co., St. Louis, now the Gardner-Glen Buck Company, Inc., has been appointed director of the art and creative departments of the David A. Coleman Co. of the same city, maker of window and store displays.

Steel Building Account for Cleveland Agency

The Prudential Steel Building account of the Blaw-Knox Company, Pittsburgh, has been placed with The Nichols Moore Company, Cleveland.



THE venerable old sire who first uttered that immortal proverb was not familiar with newspapers. If he had been, he most certainly would not have created this particular piece of copy.

As a matter of fact it's the old home town that is quick to extend the happy hand, to stamp the O. K., to issue the hearty back slap to the newspaper that has it coming. And not until the applause of the populace has thundered long and loudly, does the "foreigner" lend his voice in acclamation.

In St. Louis, local advertisers have expressed for so many months their increased appreciation of The Star as an advertising medium, that national advertisers after determining the "reasons why," placed 20,142 agate lines more advertising in The St. Louis Star in August this year, than in August, 1921.

THE ST. LOUIS STAR

don't say "Paper"—say "STAR"

Trade Mark Registered

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia Los Angeles San Francisco

Can You Help Us

Frank Tisdale, of the Editorial Staff of THE NATION'S BUSINESS, has just left us for a two years' trip around the world. We want a man to fill his place. We believe the way to carry this need to the publishing world is through an announcement in Printers' Ink. Not so much that you may be the man yourself, but that, with your opportunity to know the right man for the job, you will be willing to suggest him to us.

His Qualifications

The man we are looking for must have a background of experience or study which will enable him to *see clearly* and in proper perspective present-day economic developments; he must be able to *report* these events *faithfully*, and *express* himself *entertainingly* as one business man talks to another. To the appreciation of business economics as a science he must also feel deeply the romance of trade and commerce.

His Boss

The audience he writes for and selects material for is at once an easy and difficult one. Easy in that it is a carefully selected group of men with similar interests; difficult in that it is made up of successful executives who naturally cannot be written down to nor flimflammed by highly seasoned fluff. But, in all, a most responsive group, full of enthusiasms, ideals, courage and imagination.

His Resources

Such a task briefly outlined would require a superman were it not for the help we can place at his hand. THE NATION'S BUSINESS is owned by the Chamber of Commerce of the United States. Our Associate Editor will sit at the switchboard of American business, with contacts and original sources of information such as few editors possess. In the National Chamber, with its 200 employees in the Mills Building, he will find departments manned by experts, departments covering all industry, such as finance, transportation, distribution, manufacturing, etc., nine in all. Also a business research department in daily contact with the Chamber's clientele of 1,400 organizations and 25,000 business firms.

Then, Washington, and its thousand points that touch American business today.

Us Find This Man?

His Associates

Last, and the most important, is The Nation's Business family itself. A staff of men, young, ambitious, carefully chosen for comradery as well as ability, it has developed an *esprit de corps* seldom found, so publisher friends tell us.

There's Bishop, Dartmouth, former *New York Sun* Editor; Lambe, Trinity College, former *Associated Press*; O'Hara, Penn State, *Haskins Service*; Whitlock, Princeton, *Quality Group*; Bowen, Yale, *Outlook*; Myers, Harvard, *Shaw Publications*; Wyckoff, Penn State, *New York Times*; Stevens, Erwin Wasey Company, The Batten Company; Crommelin, *The Curtis Publishing Company*; Robinson, University of Vermont, American Woolen Company.

These are typical of the group that has brought THE NATION'S BUSINESS from an obscure house-organ to a magazine of national standing, and in five years.

It is into this family that the man we are looking for must fit.

His Responsibility

A rosy picture so far. Let's see what is on the other side of the shield. His work will be judged on his ability to help our Editorial Staff to maintain our present percentage of subscribers who renew, and to increase it year by year. On this test he will advance. This magazine although owned by the greatest business organization in the world said to itself in the beginning "I must pay my way editorially. No fun in publishing a soliloquy." It has paid its way for two years now, and therefore offers an enviable future to the right man.

Do Us Both a Favor

If you can put us in touch with the man we are looking for, it will not only be greatly appreciated by us, but you will render a service to organized American business whose employees we are.

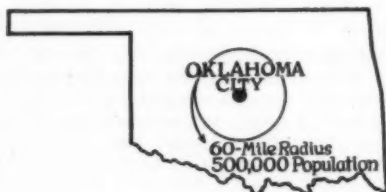
THE NATION'S BUSINESS

MERLE THORPE, Editor and Publisher

WASHINGTON

Please write fully, and if we like your letter an interview will be arranged. All correspondence held in confidence.

If Oklahoma City were an island, *then—*



If Oklahoma City, with its 115,000 population, were isolated, then the city itself might be adequately covered by one newspaper.

But Oklahoma City is *not* isolated. On the contrary, it is the very center of a contiguous suburban market of half a million, with which it is closely connected by a radiation of steam and trolley lines and automobile roads.

Moreover, Oklahoma City is the "Key City" to the entire Oklahoma market. The size of the city, its geographical location, its transportation facilities, its dominant jobbing and distributing position—and as much as any other one thing,

the powerful merchandising influence of its two largest newspapers—make it an unusual market deserving individual and specific consideration.

The Oklahoman (morning) and the Times (evening) now offer the advertiser 110,000 daily circulation, 128,000 Sunday combination—not too much coverage for a product of general distribution in such an unusual territory.

Yet this combination is one of few in the country that is *not* compulsory. Users of the combination earn a reduced rate and four days are permitted between insertions. Isn't Oklahoma City an *unusual* point? And doesn't it warrant individual and specific consideration?

The OKLAHOMAN & TIMES

MORNING, EVENING AND SUNDAY

MEMBER A. B. C.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City San Francisco Atlanta

How Long Should a New Salesman Be on Trial?

To Experiment Too Long with New Men Is Unfair to Them as Well as the House

By H. K. Sheridan

BACK in the days when, in the South at least, good poker playing was one of the graces demanded of a male associate, I learned a lesson which has helped me immeasurably in business. My host, speaking regretfully of the shortcomings of a good friend, said, "He is a good card player, but a poor gambler. He is content with small winnings, but never cuts his losses short."

As a sales manager, I have had many opportunities in speculating with salesmen instead of red, white and blue chips. In my contact with brother sales managers I have repeatedly found the seeming weakness that my Dallas friend pointed out. Many sales managers, when they are blessed with the good fortune to find a diamond in the form of a new and able salesman, are content with a small winning by keeping him indefinitely in a territory unworthy of his abilities. On the other hand, I have found far more sales managers who refuse to cut their losses short by dropping a salesman who, from the start, proved to be a losing venture.

The difference between the novice who feels under obligations to incur heavy losses because he has incurred a small loss, and the veteran who is conservative when things are splitting badly and a driver when things are going well, is the difference between the greatest possible profits and smaller profits, or even losses. It is impossible to lay down a formula to cover the trial period of a new salesman. The best that the sales manager can do, for himself or for his branch manager, is to indicate the limits and to emphasize the points to be watched with greatest care.

For example, we have found it in recent years advisable to add

from twenty to seventy new "crew men" and junior salesmen each year. The salaries and expenses of these men must be charged to sales promotion rather than included in the budget for our field trade force. The great majority of these men are hired by the branch houses for development work in their territories.

Based on a careful analysis of our experience with several thousand men of this type, I felt it safe to lay down the rule that within six weeks from the time their training was completed, they should show average sales of \$150 a week, with at least one week totaling \$250.

This has proved to be the nearest approach to a formula that, even without exceptional opportunity for "mortality figures," it has seemed safe for us to adopt. This automatically cuts our losses short at the end of the six-weeks period, and at the same time at least affords an opportunity to let our winnings run. A further provision has been made so that any one of this force who shows a 30 per cent increase over quota is automatically brought to my attention for consideration. Repeatedly, this rule has forced me to readjust territories in order to afford opportunity for an unusual man to lead us to unusual profits.

But both of these semi-formulas are far from perfect. My greatest problem is to inoculate our branch managers with the serum of sound speculation. Because they have the "six weeks' rule" they are inclined to hide behind it. With rare exceptions, branch managers prefer to have embryonic salesmen discharge themselves by failure to meet the sales requirements in six weeks, rather than to play executioner at an earlier date.

It finally became necessary for

me to show in dollars and cents to each branch manager just what his lack of speculative spirit was costing his branch. So I now charge each new salesman to a so-called "personal account" of the branch manager. Each man who fails to make good in a six-weeks period shows a debit. This debit is the sum total of the salesman's salary and expenses from time of hiring to time of discharge, plus the overhead of training, coaching and all records. Then each month I personally analyze the work of the men who have been allowed to stick to the end of the six-weeks period only to be discharged, and settle definitely the date of discharge which would have been established by a manager with sales speculative spirit. By deducting the smaller figure from the larger, the true debit accounts of branch managers is ascertained—the amount lost through failure to cut losses short.

It might be argued that I am entirely at fault in not watching the career of each new man and notifying the branch manager when to discharge each failure. This would at once transfer to my shoulders a task which really belongs to the branch manager in his capacity as district sales manager. It would transfer to me a duty which the branch manager should be better able to discharge, because the branch manager has hired and trained the man and, theoretically, at least, should know more about the sales resistance the man encounters. In other words, it seems clearly to be my duty to train branch managers to hire, coach and discharge, rather than to lessen their responsibility by taking over at a distance work of a type which they should shoulder at close range.

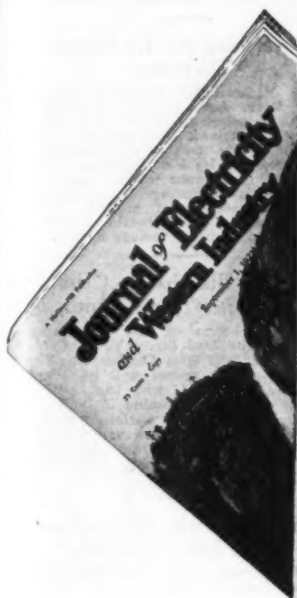
Based solely upon sales figures, we lost, in 1921, on twenty-eight men, an average of three weeks; which means a total of eighty-four weeks' salary, expenses and supervision. We lost this simply and solely because branch managers permitted these men to prove failures at the end of six weeks, instead of correctly determining that they were proved

failures at the end of three weeks.

Obviously, our lines and our knowledge of territories permit us to determine the sales ability of a man far earlier than is the good fortune of others. Because this is the truth, it has seemed to me doubly important that we capitalize our good fortune rather than hide behind it. But the same principle, with different time limits and conditions, will be found in a great majority of enterprises employing more than twenty field men. In many of these cases there will be found salesmen who are today just as much behind the possibilities of the territory as they were five years ago—yet they remain on the pay-roll. The sales manager who figures that so long as a salesman shows a profit he is a good investment, ignores entirely his duty of making the best possible investments for his enterprise. There are many territories which would yield their present sales returns in the hands of a salesman of far lower calibre, that are permitted to yield low returns in the hands of a salesman whose salary entitles his enterprise to the highest grade of representation.

NEW MAN GETS RESULTS ALMOST IMMEDIATELY

Take, for example, the Blank Manufacturing Company, of New York City. The name is the only mythical part of this example. Its greatest sales resistance is found in the New England States, due to the fact that its chief competitor's home offices are in Boston. From 1915 to 1920 the company was content with only slight increases in sales volume, because it overestimated the actual sales resistance the salesmen encountered. This salesman was paid \$6,000 a year, plus actual expenses on the sales volume, which ranged from \$56,000 in 1915 to \$67,000 in 1920—the difference representing slightly less than the increased trade prices of the merchandise he sold. In January, 1921, one of our \$4,000 men, for personal reasons, felt obliged to live in New England. So I made the opportunity to recommend him strongly



The Broad Story

of the present application of electrical power to the economic activity of Western life will be told October 15th.

**"Electricity—
the Universal Service
of the West"**

is the title of the issue that will have a special appeal to power men, engineers, electrical supply jobbers, contractors, dealers and retailers.

And YOUR Story

of the particular application of your equipment or appliances to this vast, dynamic industry should be included.

Journal of Electricity and Western Industry

**Rialto Building
San Francisco, Cal.**

**A
McGraw-Hill
Publication**

Philadelphia
New York
Chicago
St. Louis
Cleveland
Washington
London

Edited and published semi-monthly
in San Francisco.

to the Blank Manufacturing Company. The latter transferred a man who had kept its sales down for five years, and gave my salesman the same territory and the same amount of sales assistance. In 1921—an off-year by 30 per cent with the company—he brought the sales in New England up to \$76,000. In 1922 he will show territorial sales of between \$90,000 and \$100,000.

There is no question that the Blank Manufacturing Company had hired and placed in less important territories men fully the equal in sales ability of the man I recommended to it. There was no doubt of the size of the field, and the only excuse that my friend, the sales manager of the Blank company, could give me the other evening for his failure to make New England produce in accordance with its possibilities, was, "It seemed to us a case in which to leave well enough alone, hoping for small gains each year and looking ahead twenty years." He blushed as he made this weak apology, and added, "By the way, we've transferred Robinson from Ohio, and his successor is turning in 20 per cent more sales on 50 per cent less salary. Perhaps we're overpaying our men."

One of the best sales managers in this country taught me a way to test sales resistance. He said, "When I have a salesman who I know is fairly good, and entirely honest and active, yet who is not producing satisfactory gains, I go to the expense of reinforcing his work with a junior salesman and a local advertising campaign in his territory. If sales sag when these special aids are withdrawn, then I know that the man is at fault."

This may seem harsh and arbitrary, but it is based on the common-sense principle that it requires less effort to keep a wheel in motion at a fixed speed, when momentum has been supplied, than it does to increase the speed of a wheel without an increase to the power plant.

The sales manager who cuts his losses short and who makes sure that his winnings are permitted to

be the greatest possible, has the correct theory of sales speculation. If he applies his theory, he inevitably must increase dividends.

Advertising the Ice Cream Container

The National Ice Cream Company, Little Rock, Ark., is using newspaper advertising which links up its product with the container. The company calls "National" ice cream in "Sealright" containers the ideal combination. The container is pictured in the copy. It is a cylindrical package in which the cream is packed and molded. This can be cut into slices containing two or three equal parts of various flavors.

F. L. Blanchard's Class Convenes Next Month

The fall term of the advertising course of the 23rd Street Y. M. C. A. New York, will open October 10. The director of the course will be Frank Le Roy Blanchard, who has been in charge since its beginning in 1904. A number of men from various branches of advertising work are scheduled to deliver lectures before the class, which will hold weekly meetings until April 1, 1923.

Paper and Pulp Association to Hold Fall Conference

The American Paper and Pulp Association plans to hold its fall business conference at Chicago, October 16 to 20. The affiliated associations will hold meetings on October 17 and 18. The association's general meeting will be held October 19.

New Farm Paper Account for Nelson Chesman & Co.

The Brower Mfg. Co., Quincy, Ill., maker of drinking fountains for poultry and livestock, has placed its advertising with the St. Louis office of Nelson Chesman & Co., Inc., advertising agency of that city. Farm and poultry papers will be used.

A. F. Heubner Leaves Aladdin Company

A. F. Heubner has resigned as advertising manager of The Aladdin Company, Bay City, Mich., maker of Aladdin Read-Cut Houses.

William P. Scott to Leave Berrien Company

William P. Scott has resigned as vice-president of the Berrien Company, New York advertising agency, effective November 1.



How are your Farm-Machinery Sales?



THE states in the St. Louis district rank among the national leaders in producing corn, wheat, oats . . .

It all means extensive farming . . . big-scale farming. These farmers require modern equipment and accessories . . . on a large scale.

They need what they need this year . . . this month . . . year after year.

Not just a "possible" market . . . a real, tried, profitable market—and the dealers know how to sell.

Get your message to these people. Sell them. There's a publication which reaches the seven states better than any other.

How About the Dealers?

Answering this question is a special phase of our service.



MISSOURI
74873



ILLINOIS
40161



INDIANA
16711



ARKANSAS
29101



OKLAHOMA
15019



TENNESSEE
14840



KENTUCKY
27292

Twice-A-Week Globe-Democrat St. Louis



MERCHANDISING HELP

Besides the advantage of dominant circulation (255,000 an issue—510,000 a week) Twice-A-Week Globe-Democrat advertisers enjoy the sales-aid of TEAM-WORK.

Here's the solution of your merchandising problem—a REAL solution. Write for the explanatory booklet "Making a Better Merchandiser of Your Small-Town Merchant." No charge. No obligation.

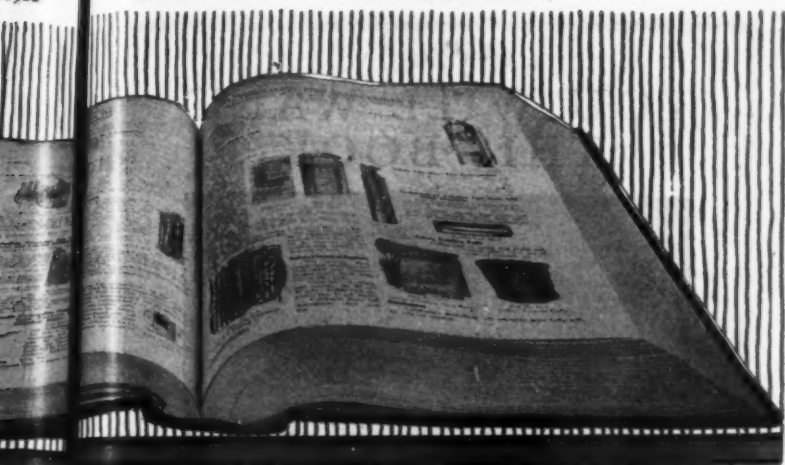
Distribution List
 Sweet's Engineering Catalogue
 Seventh Annual Edition

— Loaned by —
 Sweet's Catalogue Service Inc.
 229 West 40th St. New York

SWEET'S ENGINEERING CATALOGUE
 INDUSTRIAL AND POWER PLANT MATERIALS AND EQUIPMENT
 NINTH ANNUAL EDITION 1922
 SWEET'S CATALOGUE SERVICE, INC. NEW YORK, N. Y.

SWEET'S ENGINEERING CATALOGUE
 INDUSTRIAL AND POWER PLANT MATERIALS AND EQUIPMENT
 NINTH ANNUAL EDITION 1922
 SWEET'S CATALOGUE SERVICE, INC. NEW YORK, N. Y.

There's no "blind market"
 when you purchase space in Sweet's Engineering Catalogue of Industrial and Power Plant Materials and Equipment. The list of recipients is delivered to you as a definite part of the contract. You get the opportunity for an absolute tie-up with your direct mail efforts and your sales-work.

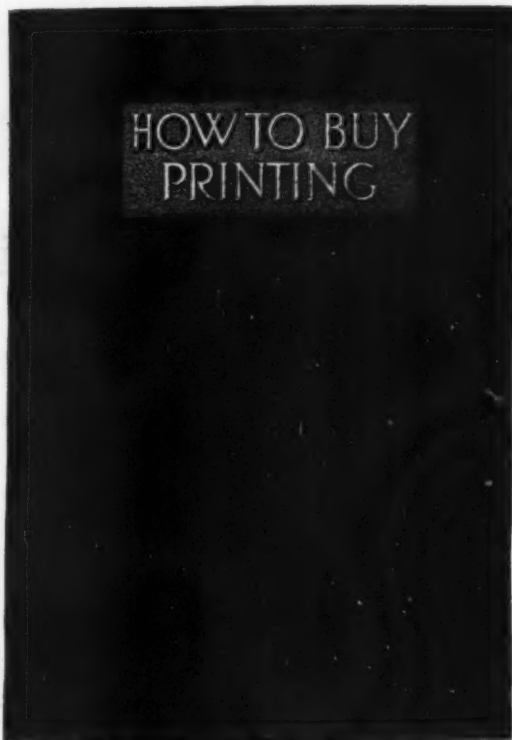


YOUR catalogue printed as a part of the next volume, (1) will cost far less than when delivered separately to the same 15,000 selected big buyers, (2) will not be lost or "waste-basketed" (3) and will remain permanently on file for one year in a place of first reference. Write today for rates to prove Point One.

SWEET'S
Engineering Catalogue
of
Industrial & Power Plant
Materials & Equipment

SWEET'S CATALOGUE SERVICE
THE F. W. DODGE CO.
119 West 40th Street New York City

YOU WILL WANT THIS BOOK



Copies of "How to Buy Printing" will be sent on request to buyers of printing or other executives interested in the subject.

Charles Francis Press

Printing Crafts Building • Telephone Longacre 2320

461 Eighth Avenue, New York

The Need of Co-operation in the Publishing Industry

Many Tasks Awaiting an Organization of Publishers That Is National in Membership, National in Conception of the Industry and National in Its Activities

By H. M. Swetland

President of the National Publishers Association and President of the United Publishers Corporation

THE common problems of an industry form the interests which bring men together for organized efforts. While these interests may be of a character that cause men to work aggressively as a whole, yet they are protective of their own individual interests.

There are problems common to all publishers, and the great publishing industry must eventually create some form of an organization which will be competent to represent it in all its basic and fundamental issues.

The National Publishers Association has made commendable progress in the brief period of its existence. We have accomplished much, but our greatest achievement is our broader conception of a co-operative effort. In the future years we shall understand still better the ultimate personal advantage of such procedure. It will be easier to make seeming personal sacrifice when balanced in the broad conception of the general welfare. We will shortly eliminate the present undertow of personal independence and self-complacency which has occasionally hindered our efforts. It will always be possible for the individual to assert that in his case conditions are different—that his avoidance of a ruling will have no effect on the situation. It is always possible to stand back and let the other fellow do it, or to say, "I told you so." Such thought and expression will be eradicated as we become better informed in co-operative endeavor. The individual publisher, like any other

business man, has only recently determined that certain ignorant and detrimental legislation cannot be corrected by individual effort. He has also learned that a combined effort can do much to correct these abuses.

Most of our bad laws are the result of ignorance rather than corruption. Witness our automobile legislation, which, with the exception of one State, produces annually, at least, nine million law breakers, all the result of a lack of intelligent information regarding the actual conditions of motoring. But ignorant legislation will ultimately be one of the minor issues affecting the publishing interests. The members of this association are engaged in manufacture and sale of valuable service. We do not produce commodities in the general sense. The fundamentals of our product are labor, materials and transportation. We have already suffered from the effects of antagonistic organization in these items. The future will demand of us careful and conscientious organization and unselfish co-operation to meet these combinations if we are to stay in business and retain our self-respect.

STANDARDS OF PRACTICE THAT WILL BUILD UP

This organization should at once undertake to stabilize the activities of its membership by recommending a code of business practice. Such code must not be mandatory to its membership, but must be so developed as to afford stimulating suggestion. It will revive and revivify the fact that honesty is always the best policy.

From a report delivered September 20 at the annual meeting of the National Publishers Association, New York.

It will give evidence that no contract is valuable that it not a benefit to both parties. It will teach that we must outdo the Audit Bureau of Circulations in giving the advertiser full knowledge of the quality as well as quantity of circulation. It will train the publisher to decline business that cannot be made profitable, or that could be better placed. It will present the danger of allowing advertisers to make untruthful or even extravagant statements. It will censor the advertiser to the discrimination between legitimate business and fraud. It will urge counsel with great and small producers to determine what advertising and how much can be made profitable. It will curtail the influence of advertising on products of inferior quality, and should never allow an abuse of this dominating sales factor.

The establishment of these and other ethical principles will create confidence in the individual, and tend to raise the standard of legitimate advertising. While we are great publishers, and are justly proud of our individual production, we must remember that we are really in the business of advertising. We build great publications to create a great circulation for the sole purpose of establishing a successful advertising proposition. Therefore, any indulgence in questionable practice not only injures the publisher individually, but creates a detrimental influence on advertising as a whole. Stimulation of ethical practice will, therefore, be beneficial both to the individual and the publishers at large.

In comparison with other industrial organizations we are at present taking our first rudimentary lessons. We must learn from these more stabilized efforts, first, the value to the individual of co-operation, and, second, we must emulate the discipline which has crowned their efforts with success.

Practically every industry in this country has its organization for protection of its members and the

development of their business. We are all conversant with the mobility and uniformity of prices in paper. Organized labor is equal to any situation in wage scale adjustments. Transportation factors are organized into traffic associations and rate-making bodies. Even our friendly associates in the book publishing business have developed a co-operative purchasing plan and sales campaign, and the employing printers have developed a working organization, far-reaching in its analysis and research of conditions with which they must contend.

Our fellow-workers, the newspapers, have made great progress with their organization. It is thoroughly national in both scope and membership. Their co-operation in the matter of labor has saved them from many pitfalls. They have a standard contract for advertising and a recognized form for advertising agencies. They have a newsprint committee which reports on the production and consumption of paper. They conduct linotype schools for the benefit of their members. The legislative committee secured an elimination of the duty on chemical pulp and retained newsprint and other commodities on the free list of the recent Tariff Bill.

In other fields, the Hardware Dealers Association grew out of the Indiana State Retail Association, organized for the purpose of mutual fire protection. Their first activity was to control the mail-order business. Field men were appointed to travel the various territories, showing the members how to make inventories, dress windows and advising and instructing them in buying. By co-operation they increased the sale of paints and varnish by leaps and bounds. They carried national advertising in newspapers and magazines. The results were tremendous and were secured because each and every one added his personal, individual enthusiasm to the cause.

The Stove Founders National Defense Association was organized to protect its members in all

labor difficulties. They have many rulings about employment and settlement of disputes. In case a member is forced to shut down on account of a strike, the other shops take up the work and do it for him. Members doing the work for struck members are allowed to charge only the exact cost.

The American Federation of Labor is next to the National Government the most highly organized body in the country. Whatever may be its defects, it has carried discipline to the point where the employees in one industry may be called upon to support the workers in another. Their success is due to co-operative teaching, which has influenced the membership at large to stand squarely by the organization.

We have hastily sketched incidents prominent in successful co-operative effort. An examination of the hundreds of organizations in specific lines of industry would develop thousands of instances of increased efficiency and savings.

Why, then, should the great publishing industry represented in this association, doing a gross business from its present membership of more than one hundred and sixty million dollars a year, and employing approximately fifty thousand people, and having a circulation of more than 32,000,000 copies per issue, stand back and fail to avail itself of the full opportunity which is before it?

Is it not our duty to the hundreds of millions of capital invested to see that unjust and discriminating legislation, affecting this investment, is intelligently and efficiently opposed?

Is it not our duty to the hundreds of thousands of employees, basically supported by this industry, to see to it that unfair and prejudiced industrial conditions, affecting the production and sale of our materials, are met with intelligent and efficient propaganda?

One of the great achievements of the past year was brought about about by the Postal Committee in its organization of the American

Publishers Conference. The committee succeeded in co-relating for its work on the postal situation, in the form of a committee, newspapers, farm papers, magazines and periodicals, country weeklies, technical papers and trade papers. With this co-relation of these forces they were able to make such progress as has been reported to you. We see in this small beginning a widening of the organized activities of the publishers generally. It is only a question of time when this conference will form the basis of the organized publishing interests of this country.

LOOKING AHEAD TO A STRONGER ASSOCIATION

Today the National Publishers Association forms only a nucleus of what should be the largest and most effective organization that ever existed in the publishing field. It must increase its membership to include all reputable publications within the present conception of membership. Then it must broaden its activities by amalgamation with other existing organizations of publishing until the National Publishers Association shall be national in membership, national in broad conception of all publishing interests, national in its activities to serve such interests.

The strength of the organization will then be increased to almost a dominating position. The major issues to be considered are of interest to all publishers. At that time our committees will attempt, with positive assurance of success, the large problems, such as contact with Federal and State governments, industrial relations, education, taxation, our supply of raw materials. In a unity of thought and spirit, it will serve as an authentic and authoritative clearing-house for data and information to every affiliated interest, and be the leaders and not be led into situations and pitfalls that prove all too expensive after the demands have been exacted.

We are the chief consumers of many commodities, paper, print-

ing, engraving, etc. We have learned that the wage scale is not vital to the employing printer. He has only to pass the advance on to the publisher. When an advance in tariff was proposed on casein, coated paper immediately advanced in price. The publisher must, therefore, interest himself in the methods of the production of his materials, and bring influence to bear to correct bad practice or unscrupulous combination.

Meantime, we are making progress on these issues in our own organization, and we are perfecting our knowledge and experience in co-operative effort. We are coming to understand that the ultimate achievements of this body cannot be realized from the single-handed efforts of officers or committees. The membership at large must consider themselves members of every committee, and assist in every issue under consideration.

"Foreign Affairs" a New Publication

Foreign Affairs, a quarterly review is being published by the Council on Foreign Relations, Inc., New York. The first issue is dated September 15. Concerning its purposes the publishers say that it is a review whose dominant purpose is to promote the discussion of current questions of international interest and to serve as the natural medium for the expression of the best thought, not only of this country, but of Europe when it wishes to address itself on these topics to the American public. The publishers also state that this new publication has taken over "the inheritance and good-will" of the *Journal of International Relations*.

F. D. Caruthers, Jr., recently with Albert Frank & Co., and formerly with the Standard Mail Order Company, has been made business and advertising manager of the new publication.

St. Paul Agency Adds to Staff

J. M. Dougherty has joined the organization of Betting-Thompson-Madden, Inc., advertising agency of St. Paul, Minn. He was formerly with Redpath Vawter, of Cedar Rapids, Ia., and later with G. Sommers & Co., St. Paul.

Portuguese Edition of "Importers Guide"

Importers Guide, New York, will be issued in a Portuguese edition beginning April 1923.

Continuous Advertising for Street-Car Companies

"There is no question in my mind but that the average street railway company can, to good advantage, as a business proposition, conducive to the welfare not only of the company but of the community served, spend one per cent of its gross earnings on paid advertising.

"I would rather tend to overdo along these lines of public utility information—of giving our customers full knowledge of what we are doing and attempting to do—than to not do enough of it.

"I do not believe in campaigns. I believe in keeping my house in order all the time. I believe in advertising day after day, week after week, month after month. I believe in consistent advertising, not defensive advertising brought about by necessity, but advertising calculated to prevent the need of a stone-wall defense. I want our customers to know the condition of their street railway company; I want them to know it all the time, so that when any question arises they are fully informed. It is all wrong when someone attacks you to have to come out and take pages of newspaper advertising to explain what the people should already know."—W. H. SAWYER, president of the East St. Louis & Suburban Railway Company, addressing the convention of the American Electric Railway Company.

Portland, Ore., Agency Lists New Accounts

The Arcady Company, Portland, Ore., advertising agency, has been appointed to handle advertising accounts of the following Portland companies:

The National Tank & Pipe Company, manufacturer of tanks, silos and cross-arms. Trade, farm and country newspapers will be used. The Fenner Manufacturing Company, maker of factory cut homes. Farm publications and newspapers will be used. The Doernbecher Manufacturing Company, manufacturer of bedroom furniture and chairs. Business publications will be used. The Theo. Bergmann Shoe Manufacturing Company, logging, outdoor and business shoes. Newspapers and logging trade publications will be used. The Coast Culvert & Flume Company, manufacturer of metal tanks, pipe and grain bins. Farm and business publications will be used. The Haynes-Foster Baking Company. Business publications will be used. The Bingham Pump Company, maker of the Bingham Rotary Valveless Pump. Farm publications and newspapers will be used.

New Accounts with Cincinnati Agency

The Cincinnati Electrical Tool Company and the Concrete Surfacing Machinery Corporation, Cincinnati, have placed their advertising accounts with H. N. Loeb & Company, advertising agency of that city. Business publications are being used.

Home Circulation

Its Vital Importance

THE class of newspaper circulation which pays the advertisers best is that which represents regular home reading. That is the strongest factor in the extraordinary pulling power of The Detroit News. In more than 90% of the homes of Detroit, The News is looked upon as the mainstay medium. Long experience has taught the home dwellers—who are the real buyers of your goods—that The Detroit News is reliable, enterprising, entertaining and complete. News reading is a habit developed from early youth in Detroit. There is something in The News to interest every member of the family. The effect on advertising value is shown by the following statistics:

The Detroit News' Extraordinary Lead In Advertising

First Eight Months of 1922

	Lines
News	16,301,880
Free Press	8,691,648
Times	2,885,960

The Detroit News was FIRST IN AMERICA in local advertising, six and seven days a week, and FIRST IN TOTAL ADVERTISING six days a week.

The Detroit News

*Two and a Half Times Nearest Competing Week Day
Circulation in Detroit and Vicinity.*

Largest Sunday Circulation in Michigan

"Always in the Lead"

With One Paper

You Can Reach and Cover
This Splendid Market



THE 1,500,000 people within the 175-mile radius from Shreveport, reached and influenced by the Shreveport Times, are rich in natural wealth—oil, cotton, gas, agriculture, lumber, etc. They have the means and wants of progressive people, eager to sell their products and buy yours. Shreveport, as the metropolis of this section, typifies in its own advancement and wealth, the spirit and conditions generally. Digest the following figures, as a few among many signaling Shreveport's progress:

r - At Low Cost

One of the Most Consistently Prosperous and Productive Territories in the Country

- 50,000 population.
- \$50,000,000 in bank resources.
- Municipal Improvement Bonds to the extent of one and a half millions passed and sold.
- More pavements per mile, per capita, than any city in the United States.
- Percentage of home owners unusually high.
- The largest window glass factory in the world is located here.
- Annual cotton crop 100,000 bales marketed here.
- \$20,000,000 yearly gross wholesale business in groceries, dry goods, drugs and hardware.
- Center of the greatest combined oil, gas, lumber and agricultural field in the world.

To these facts now add ample channels of distribution, by which the district's 99% American population is reached, and Shreveport looms large as an actual, not merely a prospective, market—one already developed and growing.

At every point on this map which comprises the district, the Shreveport Times is dominant. It covers city and country alike with equal thoroughness. It is the FIRST paper in point of arrival, circulation and reader esteem—the logical and only needed medium to use in selling this territory. The very compactness of the territory covered favors economy in selling it. The Times reaches it from end to end.

The Shreveport Times should find a place on your list. To those interested in this territory, and those who should be interested in it, as a wealthy, progressive field for advertised products, it is the one paper which can offer you 100% co-operation. The old question again comes forward with added force in this connection: Can you afford to do without it?

The Shreveport Times

Published Every Morning in the Year

Daily 29,000

Sunday 44,000

ROBERT EWING, Publisher

JOHN D. EWING, Asso. Publisher

S. C. BECKWITH SPECIAL AGENCY, Representatives in New York

JOHN M. BRANHAM COMPANY, Representatives in Chicago

Effectiveness

MR. CHARLES C. WEBSTER, of the Pasadena Apartments, Detroit, had the misfortune to lose a wallet containing \$260 and valuable papers recently.

A Free Press Want Ad was the means of recovering for Mr. Webster, the same day the advertisement appeared, the wallet and its contents intact.

Mr. Webster's personal comment follows:

"I knew the Free Press could locate the finder if any paper could, and I knew if an honest man found it, he would be reading the Free Press."

No surer test of a newspaper's effectiveness can be found than the *returns* derived from Want Ads, and particularly is this true in the showing made from just such "Lost and Found" advertisements as the one here referred to.

The Detroit Free Press possesses both the means and the ability to insure immediate, effective and inexpensive returns from any advertising campaign carried in its columns.

The Detroit Free Press

"Advertised by its Achievements"

VERREE & CONKLIN, Inc.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

Advertising the Home and Its Financing as a Unit

The Warde-Landsboro System Is Basing Its Sales Talk on the Consumer's Needs

EVERY time a new house is built it means that the builder is in the market for every sort of an advertised product from a kitchen cabinet on the ground floor and laundry tubs in the basement to a radio receiving set in the garret.

The American Radiator Company, the Long-Bell Lumber Co. and makers and advertisers of household goods have often advertised to induce people to build homes. A recent sales and advertising plan inaugurated in New York should be of interest, therefore, to every manufacturer who makes any product which enters into the building of a home or is bought for its comfort and upkeep after the home is built. For the sales plan of the Warde-Landsboro system, it would seem, could be used in almost every locality. It should result in an increased number of homes, and a consequent broadening of the manufacturer's market in that locality.

The plan is based upon the idea that more men will build if the way is made easier for them and if they have to deal with only one company instead of many. In the usual course of events, the man who wants to build a home must have some amount of cash on hand and must later concern himself to some extent with building laws which are often involved. He must secure permits. He must have titles examined. Surveys must be made. Architects must be interviewed and employed. Plans and specifications must be drawn and passed upon. The builder must be selected—a reliable and financially responsible one. The work must be supervised and inspected. Insurance must be arranged. Mortgages must be secured. Legal advice is necessary and many documents are required.

The Warde-Landsboro Co. believed that if it could offer the prospective home builder one company which would be responsible for the consummation of all these various necessities, any man who owned or could buy a building lot would be much more apt to build a home.

If the prospective builder did not own the lot, the company was prepared to put him in touch with responsible agents who were specialists in their locality. The company agreed to employ a list of other companies, such as architects, auditors, title examining companies, a financial company, a firm of attorneys, an insurance company and the rest, offering through big space paid advertising to deal with each one of these companies so that the prospective home builder would have to deal with one company only.

The advertising campaign suggests to the man who is thinking of building a home, either as an investment or as a place to live, that this company will gather together all the loose reins in a single controlling hand and give to the home builder centralized responsibility. The copy says, "The only requirement is a building lot free and clear from encumbrances, upon which you wish to build. The prospective home builder has only to select his home from plans and specifications drawn by one of the foremost architectural firms in New York City, and pay down 2 per cent of the cost of the house. Thus a down payment of \$160 on a home to cost \$8,000 can be the starting point. After that, payments as small as half of 1 per cent a month or \$40 are made to the Warde-Landsboro System. Larger payments may be made by the subscriber at any time.

"All payments are deposited in a special account with the Title

Guarantee and Trust Company of New York under definite restrictions. Homes are built from this account every month, and those who have paid in the highest percentage receive their homes first. While the great majority will receive their homes when their payments have reached approximately 10 per cent of the purchase price, immediate construction is guaranteed in every case when payments reach 20 per cent whether they are made in a lump sum or in instalments.

"On all payments prior to construction an amount equal to 4 per cent per annum is credited against the purchase price. After construction the balance due is arranged in mortgage form which will bear interest not in excess of 6 per cent.

"The subscriber's life is insured without additional expense to him against death or permanent total disability, so that in any event his family is protected.

"All these operations are dovetailed and directed by the Warde-Landsboro Homes Corporation which shoulders the entire responsibility, provides for all expenses in the purchase price and guarantees to deliver the house at the price agreed upon."

Beneath this and similar descriptive copy of the plan offered, there were listed the names of six companies, each one of which performs some function on the working agreement with the Warde-Landsboro System.

Every time a man and his wife, now living in a three-room apartment, decide to go ahead on a plan like the one described above, they become prospective purchasers for floor coverings, ice boxes, washing machines, kitchen cabinets and the hundred and one other products they have no room for in these three rooms.

The plan is going well in New York City. It seems to be an idea which will open new sales outlets for many manufacturers. The Beaver Board Company has advertised to salvage the attic, the American Radiator Company and the Detroit Steel Products Com-

pany have advertised to save and improve the cellar. Perhaps the sales manager of a factory making vacuum cleaners, electric light fixtures or door knobs, who finds it impossible to increase sales in a certain locality until more houses are built, will find in the Warde-Landsboro plan an opportunity for building new sales outlets.

Philadelphia Taxi Company Plans Campaign

The Black and White Taxicab Company, Philadelphia, is planning an advertising campaign in English and foreign-language newspapers. The account is with the Anchor Advertising agency of that city.

The King Supply Company, the Hagen Import Company of Pennsylvania, and the New Era Products Company, all of Philadelphia, have also placed their accounts with the Anchor agency.

D. M. Andrews with Charles H. Mackintosh

Daniel Marshall Andrews, formerly associated with Lewis D. Fort, advertising counselor of Memphis, Tenn., and more recently promotion manager for the *Kansas City Journal* and *Post* has joined Charles Henry Mackintosh, who as recently reported in *PRINTERS' INK*, has established a consultant service on sales and advertising at Chicago.

New Mail-Order Account for St. Joseph Agency

The Aniser Mercantile Co., St. Joseph, Mo., maker of harness and dealer in general merchandise, has appointed the Guenther-Glaze Advertising Agency, Inc., of that city to handle its advertising. Farm papers and weeklies will be used.

Shoe Manufacturer to Use Trade Papers

The Lund-Williams Shoe Co., of St. Louis, has placed its advertising in the hands of the Chappelow Advertising Co. of that city. No advertising except in business publications reaching the shoe trade will be used for the present.

Maker of Stock Tonic to Advertise to Farmers

The Lambert Lictonic Co., St. Louis, maker of medicated salt bricks for livestock, has appointed the Chicago office of Ruthrauff & Ryan, Inc., to handle its advertising account. Farm and livestock publications will be used.

Mind the Price?

"I USED to buy the EVENING AMERICAN for Arthur Brisbane, B. C. Forbes and Bringing Up Father," said a Boston business man. "Now I buy it for the whole newspaper—for the whole family!"

"Then you don't mind the price—three cents?"

"Mind the price? I would pay ten cents if I had to. The BOSTON AMERICAN really amounts to ten newspapers rolled into one."

"You should see my wife and children scramble for it after dinner. It is more than a newspaper. It is an evening's entertainment—a real educational institution for little folks."

Incidentally this business man finds our pages most profitable for advertising.
Circulation Almost a Quarter-Million

BOSTON AMERICAN

\$100,000,000

Worth of Farm Products will be Shipped from Florida in 1922

(This does not include the value of that sold for home consumption.)

This large sum of money will be returned to Florida agriculturists from their shipments of—

Tobacco	Rice	Peanuts
Pecans	Live Stock	Soy Beans
Cotton	Velvet Beans	Sugar Syrup
Oats	Citrus Fruits	Hay
Cow Peas	Corn	Poultry

and other products for which the soil and climate are particularly adapted for their exceptional growth.

Other sources of income for Floridians include shipping, turpentine, phosphate, Fullers Earth, fishing, lumber, cocoanuts, bananas, camphor, sponges and others. The country is rich in resources. The people are well-to-do.

Cultivate the markets that have continuous prosperity assured—where the people have plenty of money to buy your products.

Write for information regarding your sales problems.

We gladly furnish market surveys and statistics for advertisers.

JACKSONVILLE JOURNAL

PERRY AND LLOYD JONES

Owners

National Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

CHICAGO

KANSAS CITY

NEW YORK

ATLANTA

SAN FRANCISCO

A Postmaster Uses Direct-by-Mail Campaign

Charles M. McCabe, Postmaster at Nashville, Advertises His Post Office and His City

THE post office of every city is the recipient of many kinds, sizes and varieties of direct-by-mail campaigns. Through it pass good and bad collection letters, helpful material on its way from the manufacturer to the retailer, mail-order catalogues, beautifully printed booklets and every form and kind of business literature. But it is an unusual incident to find one of the men who handles all this mail and sees that it gets to its destination, turn about and run a direct-by-mail campaign of his own.

Charles M. McCabe, postmaster at Nashville, Tenn., recently has been carrying on an unusual direct-by-mail campaign to his customers, designed to sell to the business men of his city the idea of more care in letter mailing, and also to make them better business men in other ways for the benefit of Nashville.

Mr. McCabe's letters do not read like those one would expect to receive from a postmaster. Witness the following, which makes its appeal to the Nashville citizen's sense of humor, and at the same time gets over a message about mailing which is important:

Mr. Mailer:

No doubt, you have been amused at Maggie overwhelming Jiggs with a torrential flow of rolling pins, bric-a-brac, loose furniture, etc., resulting in a cluttered-up and disorderly house, and an excited, chagrined Jiggs! The temperamental Maggie and the very human Jiggs—in the hands of the humorous and artistic McManus—have long tickled the American public. The American has a sense of humor—it is peculiarly his own.

Did it ever occur to you, Mr. Mailer, that you are daily playing the role of Maggie while your post office—like Jiggs—unwilling, helpless, and at a foolish and unnecessary cost, is carrying the butt end of the log?

Did it ever occur to you that when you dropped your letters loose in the mail box in a tangled mass that you were cluttering up the post office and preventing dispatch to the next train,

which often means a delay of twenty-four hours in carrier delivery at the other end?

Mr. Mailer, we believe that the man who co-operates by tying his letters in orderly bundles is bidding for the best service, deserves it, and we are going to give it to him.

Therefore, all letters received tied in orderly bundles, all faced one way, stamps to right-hand corner, shall have first consideration, shall be handled promptly and dispatched to the first trains, shall be given the service deserved by acts of co-operation.

Don't send us your mail all cluttered up like Maggie hands Jiggs the bric-a-brac! Give it to us in an orderly manner and we assure you that we are prepared to handle all mail promptly.

MORAL: Tie all letters in firm bundles, with a string; rubber bands will hold only six to ten letters.

In the following letter the postmaster tells the readers of his city what he believes the public wants in the way of window displays and the methods of showing goods. Again it is most unusual to have a postmaster talking about customers being "sold" on window displays, and with real ideas to get over about the showing of goods. Here is the letter he sent to the retailers of his district:

Mr. Nashville Retailer:

WINDOW SHOPPING

is a common term among people today. Many of your customers are "sold" on your window display. Display is silent salesmanship. Window merchandising is an art. People stop and look—but it's up to the display to suggest sales.

THE PUBLIC WANTS VARIETY AND FRESHNESS

and the way to achieve this is to change the displays often. Always bear in mind that two things must be accomplished in dressing a window—*attract attention and suggest purchase*. Follow the unit idea. Don't confuse the observer's attention by jumbling your show.

AT HOME, THE STOVE IS IN THE KITCHEN

and the piano is in the parlor. Follow that idea in utilizing your window space. Make the accessories, viz: hats, shoes, and gloves, harmonize with the garment. Don't top off an afternoon gown with a tailored hat. Sidewalk ridicule is reflected in the cash register.

SOMETHING DIFFERENT ALWAYS ATTRACTS

Extreme opposites, showing progress, catch the eye. For instance, a modern kitchen and a primitive Indian cooking outfit effectively display progress in cooking; an elegant piano or phonograph and an African tom-tom recall the advancement of music; a practical display of footwear, of sandals, moccasins, or rabbit skin with a modern make of shoe, showing evolution in footwear, will draw a crowd and start them talking.

SPICE AND FLAVOR MAKE THE CAKE

In showing kid's cloaks, overcoats, or sweaters—set up a winter scene with sleds, skates, a ground of white crystals, etc.—with kids warmly clad, throwing cotton snowballs. Set up a regular nursery to show babies' niceties. A school-room with models will show boys' and girls' clothes, hats, caps, and shoes. Silk worms about to spin their cocoons will attract attention to silks. Make them "snappy." Plan carefully.

THE ASSOCIATED RETAILERS WILL REFUND RAILROAD FARES

during State Fair Week. This is a "live wire" move to boost Nashville, in which all retailers should join.

BOOST YOUR BUSINESS!

BOOST YOUR TOWN!

BOOST NASHVILLE DAY AT THE STATE FAIR!

MAIL EARLY!

TIE YOUR LETTERS IN BUNDLES!

The postmaster knows also that his prospects are interested in baseball, so he gets over his ideas about better mailing in the form of a letter made up almost entirely of baseball terminology, in which he says that "no one but a bush-leaguer drops his letters loosely in the box."

In this letter he talks about "Babe Ruth, the Idol of Urchins and the Frenzy of Fans, who with his mighty bat knocked the Yanks into the Limelight." "It is the Pep that Pounds the Pills" he says, "Which made Babe famous and enthroned him in the heart of every fan—whether he be a mighty, dignified colossus of capital or a happy hearted news-boy of the street."

"Babe averages a home run every third day, but Nashville's new star, 'The Pan-American Express,' 'Bambino of Swat,' in the Dixie League of business, knocks 'em every day, rain or shine."

The schedule of the Dixie Express, as it arrives at a list of towns is labeled, "Some Safe Hits," and it is pointed out that

this Pan-American Express can bring the business pennant to Nashville if the Fans will support it. "Let the Pan-American, the Babe Ruth of Mail Trains, bat for you in Dixieland," says the postmaster, "but you can't reap the benefits with letters mailed late."

Then, not content with using advertising methods himself, the postmaster takes on the rôle of solicitor for direct-by-mail and newspaper advertising, in the following letter to wholesalers, jobbers and manufacturers in his city:

Mr. Wholesaler, Mr. Jobber, Mr. Manufacturer:

CAN BUYERS' WEEK BE BOOSTED?

We have the goods, prices, terms and service—the equal of any city—y-e-t, there are many merchants in our territory that trade with more distant cities. Why? Can we retrieve this business? Can we enlarge our wholesale trading territory? Can we induce more merchants and business to Nashville? And how?

SHALL NASHVILLE BE A CITY OR A TOWN?

Cities can be no greater than the units of men that lead. Rome sank into decay when she lost her "pep." In the language of a hustling insurance man of our town to his agents—"Make Good or Make Room." We can and will make good by remembering that visitors might be interested in something besides simply trading with us.

BRING MORE MERCHANTS TO NASHVILLE! by offering that intangible yet important human factor—Good Fellowship and Hospitality! We can commandeer enough automobiles to meet every visitor at the station, take him to headquarters, register him and give him a badge with his name printed thereon. This badge will admit him to our street cars, theatres, ball park, Y. M. C. A. pool and Cascade Plunge, etc. Furnish him with smokes and, at his call, furnish him with an auto for a ride over the city, through the parks or out to the Hermitage and Powder Plant. Will he like it?

DOES A BOY LIKE CHRISTMAS?

The man is only a grownup boy—it's human to love pleasure. Capital sport, charming surprises, social amenities will promote genuine joy, loyal attachments, amicable relations. He will buy larger bills, be sure to come back, and spread the news to his fellow merchants; Nashville will become the town where it's a pleasure to do business; each and every year will have a larger crowd; greater sales and more prosperity.

ADVERTISING OUR INTENTIONS

and carrying out the project can be accomplished with comparatively small cost. Send each merchant within three hundred miles of Nashville a circular or folder advertising the event. Carry

RESULTS *from Advertising*

Seven of a Series

ELSIE COBB WILSON
INTERIOR DECORATIONS
ANTIQUES
33 EAST 57TH STREET, NEW YORK
TELEPHONE PLAZA 8127
808 17TH STREET, WASHINGTON, D. C.
TELEPHONE NASH 012

New York
January 15, 1921

Scribner's Magazine
Fifth Avenue Section,
507 Fifth Avenue,
New York City.

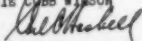
Gentlemen:

I think you might be interested to know that Mrs. Wilson is quite pleased with the results of her advertising in your publication, in so much as this is the only publication which has been spoken of to her by her friends. In almost every instance they have mentioned having seen her advertisement in Scribner's.

It is gratifying to know that our advertisements in Scribner's are seen and read by the class of people Mrs. Wilson wishes them to reach.

Very sincerely,

ELSIE COBB WILSON



CH.deS

In the
Fifth Avenue Section
SCRIBNER'S
MAGAZINE

ads in the Nashville dailies and other important papers in adjacent territory, and make good every promise; make every promise a thrill; every thrill an intoxicating punch of pleasure—and we'll sell the goods!

A MULE CAN'T KICK WHEN HE'S PULLING!

Neither can he pull when he's kicking; this is also true of man. We want to see Buyers' Week an increasing success with the years, and propose a full and hearty co-operation of all concerned to that end.

MAKE BUYERS' WEEK A REAL FESTIVAL WEEK!

Fascinating! Irresistible! Profitable! Go to it with a tremendous earnestness, boundless energy, and let the vigorous elements of young blood snap into action.

P. S.—Keep on mailing 'em early!

The unusual direct-by-mail advertising campaign of this progressive postmaster has, it is understood, attracted a great deal of attention in Nashville. Every retailer, jobber and manufacturer in the city, in addition to securing information on how to mail his letters, can find if he looks carefully into Mr. McCabe's human style in letter writing a suggestion for every letter which goes out of his own shop.

Southern California to Continue Advertising

The All-Year Club of Southern California plans to continue its advertising campaign along lines similar to that which ran last year. Merchants, manufacturers, hotels and other institutions interested in the development of Southern California have contributed to a fund for this purpose. Magazine schedules are now being prepared by Lord and Thomas, Los Angeles, which is directing this campaign.

All-Fiction Field Gives Luncheon

Addresses on sales and advertising problems were made by George S. Fowler of Colgate & Co., George W. Hopkins of the Columbia Graphophone Co., and F. A. Wilson-Lawrenson of the National Carbon Co., at a luncheon given by the All-Fiction Field at the Yale Club, New York on September 26. Robert H. Davis of the Munsey Company, was toastmaster.

Norristown, Pa., "Herald" Appoints McKinney

The Norristown, Pa., *Herald* has appointed J. P. McKinney & Son, New York publishers' representatives, as its national advertising representatives.

Why Not an Auditors' Association?

THE EL PASO TIMES
EL PASO, TEXAS

Editor of PRINTERS' INK:

Notwithstanding the responsibility which newspaper auditors assume and the complex questions they are called upon to decide in every branch of newspaper accounting, publishers are continually at a loss to decide if a man is really in a position to take care of their interests, for however good a man may be in ordinary accounting, he is certainly not a newspaper auditor and accountant without years of experience. Publishers expect their auditor not only to audit accounts, but to place before them a monthly statement of costs, statistical records, and protect them against irregularities in every department.

Newspaper executives are organized in circulation, classified, display and editorial, and it is quite time that auditors and accountants joined forces, not only for the benefit of publishers, but for the formers' protection and good. There is no doubt that publishers would prefer to engage men who are qualified by membership in an organization limited to experienced newspaper auditors, in preference to those ignorant of newspaper work, for the same reason that they prefer their circulation managers to be members of the I. C. M. A.; advertising managers members of the A. A. C. of W., etc.

The exchange of ideas between members is of the greatest value to publishers, who necessarily gain a very distinct advantage by having members of these organizations as executives. In view of the present-day requirements when only men of proved experience and ability in their particular profession are taken into consideration by the leading publishers, the necessity of a newspaper auditors' association appears to be paramount.

In addition to the advantage of such an association to publishers, the benefits to members would be even greater. An auditor, like any other executive, sometimes wishes to make a change, possibly through indifferent health or some family reason, and a Welfare Department could put such men in communication with publishers, thus avoiding delay in making a change, while the exchange of ideas at the association's convention would help each member to be more up to date and of greater value to the publisher.

In asking for the publication of this letter, I have no thought or intention of seeking an official salaried position with an auditors' association, but have in mind only the many advantages to be obtained by publishers and newspaper auditors.

Every newspaper auditor is cordially invited to give his expression of opinion and suggestions so that a definite decision may be reached, with a view of forming an association.

EL PASO TIMES
B. G. BRINKLEY,
Auditor

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SPORTS



"The Knockout," a lithograph by George Bellows

© Vanity Fair

THE Vanity Fair viewpoint on sport is that of the men and women who attend the Davis Cup matches, the polo games and boat races in this country—or who frequent Hurlingham and The National Sporting Club in London. It talks of the philosophy of Walter Hagen, the psychology of Benny Leonard, the plastic grace of Carl Mays. Artists such as Luks and Bellows send their impressions from Madison Square Garden and Piping Rock. Such a treatment has placed Vanity Fair securely in the regard and favor of a most critical class. A position shared by every advertisement in the book. ❧ ❧

VANITY FAIR

IT IS NOT THE SPURT
BUT THE CONTINUE
UNHASTING ADVANCE THA

REPRODUCTION FROM
PANEL IN THE THOS. C. C.
AUDITORIUM

Thos. C. C.

CHICAGO NEW
YORK
SAN FRANCISCO
LOS ANGELES
ST. LOUIS
ST. PAUL
BOSTON
PHILADELPHIA
BALTIMORE
WASHINGTON
CINCINNATI
COLUMBIA
INDIANAPOLIS
KANSAS CITY
MEMPHIS
NASHVILLE
PITTSBURGH
RICHMOND
SEATTLE
SPRINGFIELD
TAMPA
TULSA
VIRGINIA BEACH
WICHITA

PURT AT THE START,
 INUED, UNRESTING,
 CE THAT WINS THE DAY.

CTION FROM A WALL
 RE TIOS. CUSACK CO.
 UDITORIUM



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NEW YORK
 NEW YORK
 NEW YORK

Intelligence

Dealing with slow comprehension exhausts patience, takes time and costs money.

The Goldmann organization possesses quick intelligence.



ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Eighteen Seventy Six

TELEPHONE FRANKLIN 4520

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Copy Strategy Sells Face Powder to Flappers and Anti-Flappers

A. Bourjois & Company Appeal to Both Classes of Prospects without Antagonizing Either

By Roy W. Johnson

AS you may have noticed, a rather popular subject for discussion during the past year or so has been the doings and sayings, the habits and the morals (particularly the morals) of the younger generation. The goings-on of Susie Shifter and Clarence Cakeater (if you remember) have filled many pages of journalistic space with assorted grief, on the general theme of whither-are-we-tending. A large number of serious and thoughtful individuals have described themselves as positively appalled when contemplating the future of the race, the nation, the bench, the bar, the pulpit, politics, art, interior decorating and the profession of plumbing. The propensities of the flapper for the calcimine school of personal adornment gave many of her elders a violent colic, and Clarence's attitude toward life in general was not reassuring, to say the least. To add further to the delicacy of the situation, Susie and Clarence occasionally returned the compliment by knocking off more serious pursuits long enough to express their singular and collective opinion that the elder statesmen were a bunch of stiff. In brief, there was a considerable period during which diplomatic relations between the parties might fairly be described as strained.

The excitement appears to have subsided very largely, but while it lasted it created what I suppose might be termed a psychological vortex, or something equally ponderous. At any rate, it had effects of an intensely practical character upon the sale of certain commodities, particularly those which were most obviously in demand by the flapper section of humanity. The advertising and merchandising of

those articles which might be grouped under the collective heading of "war paint" was rather profoundly affected, in many instances, by the little rift within the lute previously referred to.

Cosmetics, for example. I am told that no sooner had the flapper entered upon her enthusiastic career of saving the surface, than the French manufacturers fell upon the market with hoarse shouts of joy and pretty nearly kicked the bottom out of it. Lipsticks, powder, and eyebrow pencils, and the like, with extremely classy French labels, were obtainable for the customary thin dime across the counters of the ten-cent store. The demand for unguents, ointments and pigments was obvious enough to everybody, but the harshest critic of the flapper never accused her of being able to keep up with the supply. I am assured that there was enough rouge in Brooklyn warehouses to give the Statue of Liberty three full coats, and sufficient face powder to afford Manhattan Island all the illusions of a blizzard. That is doubtless slightly exaggerated, but it is a sober fact that the market was pretty well shot to pieces by the time the flapper had fairly got her hand in and was going at her top speed.

A MARKET SEEMINGLY DIVIDED AGAINST ITSELF

Furthermore, the slight divergence of opinion already hinted at brought about certain difficulties with respect to advertising, particularly in connection with copy. According to a sizable group of consumers, the flapper was breaking all speed limits on the primrose path to the everlasting bonfire, and whatever appealed particularly to her might

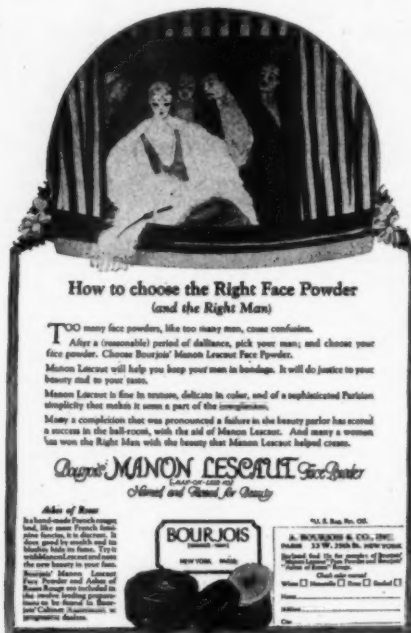
be trusted to give her critics a pain. On the other hand—*vice versa*. None of your staid, and sober, and logical, and perfectly proper Victorian arguments would have any effect on *her*. You'd have to jazz it up quite a bit, my boy, if you expected to cut in on

flapper market was of considerable importance. And so, be it noted, was the non-flapper market—even that section of it which was heartiest in its condemnation of flapperism in all its branches. Far be it from us to cavil—but even the eminent Miss Grimshaw

who held up the fate of ancient Rome to our eternal warning is wont to abolish a shiny nose with a little powder upon occasion, and among her private effects there is—sh!—a small cake of a reddish substance devoted to the alleviation of a sallow complexion. Those painted hussies that brought about the downfall of the Cæsars were flappers, and may we be warned before it is too late. Miss Grimshaw and her kind are quite different—but they use it just the same. And a considerable lot of it, if you get down to statistics.

The heavens would fall, however, before Miss G. would consciously purchase an article which was obviously intended for use by the painted hussies aforesaid. And there arises the problem—to sell Miss G. *her* war-paint in dignified way, and at the same time present it to the public as a sample of what is "shockingly bad taste" with it.

Coming down to cases, that is exactly what was accomplished by A. Bourjois & Company, of Paris and New York, by a skilful and rather subtle handling of the advertising copy. The advertising proved also a substantial success in the face of the unfavorable market conditions, but the chief interest in the story lies in what



American Manufacturers Respond to Australian Possibilities



Many wide-awake manufacturers have responded to our announcement in Printers' Ink last month concerning our complete advertising agency service in Australia.

The correspondence we have received indicates American Manufacturers are interested to know that:

First: Australia is a profitable market.

Second: Advertising and Selling Costs are not high in Australia.

Third: There is a full-fledged American Advertising Agency in Australia, equipped with complete knowledge of local customs and conditions.

The manufacturer who is interested in cultivating this prosperous Australian market will find this Agency is in an unequalled position to help him from the standpoint of both sales and advertising.

From the date of its establishment, January, 1915, our Australian Branch has been successful—it has made Australasia a profitable market for its clients.

Our booklet, "Advertising and Selling in Australasia," tells in an interesting way, facts concerning the Island Continent, as a market for American goods, and how our complete advertising and selling service is available. We will be glad to send a copy to any manufacturer or advertiser requesting it.

Australian Marketing Service

Wylie B. Jones Advertising Agency

BINGHAMTON, NEW YORK

BRANCHES

381 Fourth Avenue
New York City

Niagara Life Building
Buffalo, New York

Sydney, N.S.W.
Australia

might be called the "copy strategy" of the campaign.

In its Java Face Powder, the company possessed a well-established product, which had been favorably known to the public for a number of years. This was selected for the more restrained appeal, to reach the more dignified sections of the populace. For the flapper demand, however, another brand was chosen, bearing the somewhat intriguing name of Manon Lescaut. This selection may not have been wholly without malice, since Manon, as you may remember, was scarcely of the Victorian temperament herself. Be that as it may, however, the Frenchified name might be trusted to appeal more strongly to flapper intellectuals than a more prosaic and wholly ingenuous title.

Copy for both products was run in the same classes of mediums; the same type of layout was used for both, and the same style of illustration. Thus there was a considerable tie-up between the two, so that the dealer would get a correct impression as to the advertising which the company was doing. The text, however, was rather shrewdly and subtly differentiated, so as to appeal most strongly to the particular class it was desired to reach—without going quite so far as to offend any members of the other class who might happen to connect the two products in mind.

For example, the following text accompanies a Manon Lescaut name-plate:

HOW TO CHOOSE THE RIGHT FACE
POWDER (AND THE RIGHT MAN)

Too many face powders, like too many men, cause confusion.

After a (reasonable) period of dalliance, pick your man; and choose your face powder. Choose Bourjois' Manon Lescaut Face Powder.

Manon Lescaut will help you keep your man in bondage. It will do justice to your beauty and to your taste.

Manon Lescaut is fine in texture, delicate in color, and of a sophisticated Parisian simplicity that makes it seem a part of the complexion.

Many a complexion that was pronounced a failure in the beauty parlor has scored a success in the ballroom, with the aid of Manon Lescaut. And many a woman has won the Right Man with the beauty that Manon Lescaut has helped to create.

On the other hand, here is a Java advertisement:

WHEN NATURE IS NIGGARDLY

When she creates a beautiful complexion, Nature uses color so sparingly that those who seek to imitate her are baffled. Despite their care, the finished effect seems unnatural.

Because its chiefest charm is *naturalness*, American women have made Bourjois' Java their favorite Face Powder for nearly half a century.

We confidently say that Java will make you more beautiful. Try it today.

It seems hardly necessary to point out the marked difference in the impressions which those two pieces of copy leave in the mind of the reader. Here is another contrast of the same sort:

EVEN JEALOUS WOMEN ARE GENEROUS
TO IT!

Bourjois' Manon Lescaut Face Powder is Parisian in its sophistication. It conceals its presence, yet reveals its effects.

Manon Lescaut never presumes to command your complexion; but always complements it most effectively.

You do not look powdered when you use Manon Lescaut; but you have the added beauty that only a fine French Face Powder can give.

Some women, when powdered, look fairer than they have any right to be; but Manon Lescaut does not strain the faith of your admirers.

Manon Lescaut becomes a part of, and a partner in, your complexion.

And even jealous women are generous in their praise of it.

BEAUTY BEGINS WITH THE COMPLEXION

Beauty begins with the complexion, and when the wrong powder is used it often ends there, too!

Bourjois' Java is not merely a powder with a French name, but a fine Face Powder with a French fame—a century-old fame that American women have endorsed.

If you measure its value by the surprising new beauty it gives you, not by the astonishing low price it costs you, you too shall say "There is no other powder just like Java."

Note, if you will, the broad contrast between the appeals. Java talks "naturalness": Lescaut "sophistication." Java is "French"; Lescaut, "Parisian." Java dwells upon the fact that it has been used for many years. That means nothing in the flapper's young life, so she is rallied gently on her multitudinous love-affairs, and it is politely suggested that there is a possibility of her making other women jealous. Each piece of

83%

**of all the National
Advertising Campaigns
appearing in Cleveland
newspapers**

during the first six months of 1922, were in The Plain Dealer—53% of them in The Plain Dealer, exclusively. During the first eight months of 1922 The Plain Dealer, alone, printed more National Advertising than appeared in all other Cleveland newspapers combined

because

THE PLAIN DEALER
is Ohio's Greatest Salesman
of any Priced Merchandise

The Plain Dealer
First Newspaper of Cleveland, Fifth City

JOHN B. WOODWARD
Times Bldg., New York

WOODWARD & KELLY
Security Bldg., Chicago
Fine Arts Bldg., Detroit

The following officials of
The Wahl Co. are readers
of either *Printers' Ink* or
Printers' Ink Monthly, or
both, as indicated:*

Name	Title	Weekly	Monthly
A. G. Frost	Gen. Sales Mgr.	—	Yes
R. F. Miller	Central Sales Mgr.	Yes	Yes
C. C. Loveless	Advertising Mgr.	"	"
P. R. Mahony	Dir. of For'n Sales	"	"
G. Cordova	Foreign Pub. Mgr.	"	"

* Information furnished by
The Wahl Company.

THE PRINTERS' INK PUBLICATIONS

PRINTERS' INK

The Weekly Journal of Advertising
Established 1888 by GEORGE P. ROWELL

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising Sales and Marketing

185 Madison Avenue, Corner of 34th Street, New York

Where people buy



Making a specialty out of a commodity

The latent sales possibilities of many articles of merchandise need only the stimulus of better display.

The Brooks Display Container (Patented) lends distinction to its contents. It sets on the dealer's counter or showcase, performing every function of selling, from commanding attention to making the actual sale.

This display container is unique at several points. It is remarkably sturdy, simple and attractive. It embodies the latest refinements of effective display.

Let us design a Brooks Display Container for your product. Manufactured in a variety of sizes and shapes.

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

***Lithographed Folding Boxes—Labels—Window Display
Advertising***

copy has a subordinate paragraph devoted to Ashes of Roses Rouge, and there is a similar discrimination in the appeal, though the brand is the same in both cases.

The furor over the flapper appears to be rapidly dying away (possibly in consequence of the new styles in women's fashions), and the immediate necessity for discrimination in copy appeal may pass away with it. But the somewhat marked success of the Bourjois business at a time when the market was seriously disturbed is sufficient indication that the experiment was worth while. Incidentally, it rather prominently emphasizes the importance of what is sometimes referred to as "mere copy," and indicates that it is quite possible to reach two mutually antagonistic classes of prospects through the same medium without antagonizing either.

R. C. S. Moodie Joins Gazette Printing Co.

R. C. S. Moodie has been appointed sales manager of the Gazette Printing Company, Limited, Montreal, succeeding the late John H. Thompson. Mr. Moodie was previously advertising and sales manager of the H. P. Andrews Paper Company, New York and the Eastern Hat & Cap Company, Truro, N. S.

Paint and Varnish Account with San Francisco Agency

W. P. Fuller & Company, San Francisco paint and varnish manufacturers, will advertise in Pacific Coast newspapers, farm publications and Western magazines. The account is with the Johnston-Ayres Company, Inc., San Francisco advertising agency.

Opens Agency in Charlotte, N. C.

Albert Escott has opened an office in Charlotte, N. C., where he will conduct an advertising agency. He was formerly associate editor and publisher of *Cotton Mill News*, of Charlotte, which was recently sold to Frank P. Bennett & Co., Inc., Boston.

Will Manage Tulsa Branch of Oklahoma City Agency

Alph M. Honnet has been appointed manager of the Tulsa, Okla., branch office of the Southwestern Advertising Company, Oklahoma City, Okla. Mr. Honnet had been a member of the sales staff of the home office.

Want Rowell's "Forty Years" Reprinted

THE LEE E. DONNELLEY CO.
CLEVELAND, Sept. 18, 1922

Editor of PRINTERS' INK:

With reference to Darwin D. Martin's letter in the September 14th issue of PRINTERS' INK, I'm one of the youngsters who would welcome another edition of Rowell's book.

THE LEE E. DONNELLEY CO.
OLIVER M. BYERLY,
Vice-President

CAMDEN, N. J., Sept. 9, 1922

Editor of PRINTERS' INK:

Certainly, we all agree to Darwin D. Martin's question in his letter entitled "Forgotten in Fifteen Years." *Why in the world do you not publish a new edition?*—meaning of course, Mr. Rowell's autobiography. Surely, a second edition of this excellent book, if brought to the attention of the advertising fraternity, would go off the shelves like hot cakes on a cold morning.

WILLIAM H. HIRSCH

Join Washington, D. C., Agency

S. Edward Fink, who until recently operated an advertising agency in New York under his own name, is now in charge of plan and production for the Tauber Agency, Inc., Washington, D. C.

Robin B. Grove, formerly art director of the Southwestern Advertising Company and of the Mid-Continent Advertising Agency, and more recently head of the art service of Grove & Spencer, of Dallas, Tex., has joined the Tauber agency as art director.

Campbell Company Adds to Staff

D. A. C. Hennessy, formerly production manager of the J. Roland Kay Company, advertising agency of Chicago, and more recently production manager of the Direct Advertising Corporation of Indianapolis, has become vice-president of the Campbell Direct Advertising Company, of Indianapolis. Another addition to the Campbell company is William C. Ferguson, formerly with the Eclipse Manufacturing Co., Indianapolis, who becomes art director.

L. C. Smith Typewriter Account for Seaman

The L. C. Smith & Bros. Typewriter Co., Syracuse, N. Y., has appointed Frank Seaman, Inc., as its advertising agency.

L. B. Vancleave, formerly circulation manager of the Phoenix, Ariz. *Gazette*, has been appointed advertising manager of the San Bernardino, Cal. *Sun and Telegram*.

A Chinese Laundryman Uses Plan to Extend Syrup of Prunes Campaign

A Chinese laundryman of Boston, according to a letter in the Boston *Transcript*, displays the following sign in the window of his shop: "Attention. I give 3 nuts for 1 shirt, 7 nuts for 2 shirts, 11 nuts for 2 shirts and 3 collars. These nuts are good for your health." The sign occupies a strategic position above a large basket of tempting Chinese nuts. The answer to the question "Did the Chinaman find this advertising to pay?" was best given by looking into the laundry where six Chinamen were busily engaged at their toil.

The advertising campaign of the Syrup of Prunes Company, Portland, Ore., which has been conducted in the country newspapers of Oregon and Washington will be followed by a sectional campaign to cover the Northwest. The Arcady Company, Portland advertising agency, is handling this advertising campaign.

R. T. Gebler Returns to Hanff-Metzger

Robert T. Gebler, formerly with Hanff-Metzger, Inc., New York advertising agency, has returned to that agency as account executive. He had been manager of the New York office of the Elmer H. Doe Advertising Agency, Louisville, Ky., and was at one time with the Wood, Putnam & Wood Company, Boston.

Cudahy Packing Company Operating Profitably

The Cudahy Packing Company, Chicago, "Puritan" hams and bacon, "Old Dutch Cleanser," etc., is operating on a profitable basis, says E. A. Cudahy, its president, in a recent statement. The profits since the company's incorporation six years ended October 29, 1921, have averaged \$4,045,511.67 per annum, after all charges except interest were deducted.

Varnish Account for Erie, Pa., Agency

The Yount Company, advertising agency, Erie, Pa., has obtained the advertising account of the Erie Varnish Company, of that city.

The Yount agency has also obtained the advertising account of the Erie Own-Your-Own-Home Association.

Organize Selling Service in New York

John S. Reilly and Frank R. Lynch have organized a selling and distributing service under the name of The Lynres Company, Inc., with offices at New York.

Mr. Reilly was formerly with the Curtis Publishing Company while Mr. Lynch had previously been with The Texas Company.

"Stacomb" Campaign to Include Magazines

The advertising campaign of the Standard Laboratories, Los Angeles, maker of "Stacomb," a preparation for the hair, which has been running in newspapers, will be extended in scope of mediums used on the first of the year. Magazines will be added.

Will Advertise Hau Ton Preparations

The Schiele Advertising Co., St. Louis, has been appointed by the Continental Drug Co. of that city to handle its advertising. A line of toilet preparations will be advertised under the trade name, Hau Ton. The initial campaign will be confined to newspapers in Southern cities where the company has distribution.

G. M. MacVicar Joins Philadelphia Agency

G. M. MacVicar, formerly of the Philadelphia office of the Curtis Publishing Company, has joined Herbert M. Morris Advertising Agency, Inc., of the same city, as account executive.

Death of Anthony Will

Anthony Will, vice-president of the Syracuse Evening Journal Company, and president and general manager of the Will & Baumer Company, candle manufacturers, Syracuse, died in Syracuse, N. Y., on September 17. He was 58 years old.

N. J. Donovan with Frank Seaman, Inc.

N. J. Donovan, who has been director of dealers and mail sales for the A. B. Dick Company, manufacturer of the Edison-Dick Mimeograph, has joined Frank Seaman, Inc., at New York.

Joins Seattle Better Business Bureau

Miss Hazel Britton, formerly with the advertising staff of the Old National Bank, Spokane, Wash., is now with the Better Business Bureau of the Seattle Advertising Club.

Oakland, Cal. "Post-Enquirer" Appoints R. A. Carrington

R. A. Carrington, formerly with the advertising department of the San Francisco Call, has been appointed advertising manager of the Oakland *Post-Enquirer*.



A WOMAN has to be a good executive, with a headful of specialized knowledge, to dovetail in with her many other tasks the important work of buying, preparing and serving the family's food.

And because Modern Priscilla dispenses with the frills, and gives her this "specialized knowledge" in usable form, it has become the working companion of over 600,000 women—

who, incidentally, spend millions of dollars yearly for advertised foods and household utilities.

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

Empire State Group

Rochester Times-Union
Elmira Star-Gazette

Utica Observer-Dispatch
Ithaca Journal-News



ITHACA, N. Y.

The City of Education and Industry

Ithaca, N. Y., the home of Cornell University, New York State College of Agriculture and other institutions of learning is also a thriving industrial city.

Ithaca's resident population, exclusive of students, numbers 17,000 and its trading area embraces a population of 50,000.

You can only cover this prosperous section of the Empire State thoroughly and economically with Ithaca's Home Paper—

THE ITHACA JOURNAL-NEWS

Circulation 7,280 (A. B. C.)

Our Merchandising Department will gladly furnish surveys on market conditions, etc.

J. P. MCKINNEY & Son, Rep. New York — Chicago
Los Angeles—San Francisco

Enlarging a Market and Creating a New One by Adding a New Product

Smith Brothers Put Out New Cough Drop and Get 100 Per Cent Distribution in Sixty Days

By Roland Cole

EVERY manufacturer who feels that the distribution and consumption of his product has reached its saturation point, or who feels that his product in its present form is all the public will buy, may find an idea for larger sales in what is being done at this present moment by Smith Brothers, Inc., of Poughkeepsie, N. Y., makers of S. B. Cough Drops.

The story of this accomplishment is amazing because of its simplicity. Once more it proves the tremendous power of imagination as a factor in increasing sales. How many sales managers feel that they are doing all they can do with the product they have to sell and have underestimated the ability or disposition of the public to accept a new idea about it? Thousands of sales managers are hammering away at stone walls in the effort to extend their sales, when what they should do is hammer their own imaginations for a new idea.

That is what Smith Brothers have done. They have been making one product for seventy-five years. In the beginning it was a local business, making and selling a few hundred packages of cough drops a day. Today there are two factories, one at Poughkeepsie and another at Michigan City, Ind., the combined output of which is an even million packages a day, sold all over the civilized world. That is a growth of which any man or company might be proud. Why seek to develop the business any further? Why undertake an addition to the line, when the saturation point has apparently been reached?

Simply because the company refused to believe there was a saturation point. After it had built up

such a vast business on one product it believed that with another product it could not only sell the new product to people who for one reason or another had never bought the original product, but sell the new to many who already use the old.

SECTIONAL PREFERENCE FOR LIGHT-COLORED COUGH DROPS

J. Stuart Bates, vice-president and sales manager of the company, said:

"Our original cough drop has never had a large sale in the South. We discovered a prejudice exists among Southern people, white as well as black, against our goods on account of the color. They do not like black cough drops. Adding a cough drop of a lighter color to our line, we felt certain, would greatly increase our sales in Southern States and in other sections as well. Our business on the regular cough drops is larger this year than for any year in our history. We see no reason why it should not go right on increasing year after year without the Menthol cough drop, for time breaks down most superficial prejudices and the steady hammering of our advertising might in time convert the Southerner to the black drop. On the other hand, the Menthol drop should win that market much more easily and quickly; it should be as popular with users of black drops in other sections of the country as the black drops are, and each should help the other.

"In other words, we think we see where we can duplicate our success with the black cough drop by the simple expedient of putting out a cough drop of another color, changing the color of the package and by the use of a name just dif-

ferent enough to distinguish it from the original product."

From the day the Smith Brothers' enterprise started there has been practically no change in the cough drop or the package. From 1847 to 1919 much of the work of packaging was done by hand. Since 1919 automatic machinery supplanted hand work. On Au-

On that day national advertising will announce the new cough drop, and the consumer, when he reads the announcement, will be able to go into a retailer's store and purchase the goods—if the retailer has not sold out his supply.

In order to understand the unprecedented success of the plan adopted by the company for intro-

Two Pleasant Ways
to relieve a COUGH

S.B. MENTHOL

5¢

SMITH BROTHERS

IN ADVERTISING GENERALLY THROUGH CAR-CARDS BOTH PACKAGES ARE SHOWN. IN THE SOUTHERN CAMPAIGN THE MENTHOL PACKAGE ALONE IS SHOWN

gust 1, 1922, the company brought out a new cough drop—the first addition to the line in seventy-five years. It is called Smith Brothers Menthol Cough Drop. It differs from the regular cough drop in two particulars—color and flavor. The package is printed black on yellow, instead of black on white.

By means of a daring and unusual plan, production and distribution were so perfectly articulated that in the two months from August 1 to October 1, 100 per cent distribution of the new cough drop will have been accomplished to the company's 750,000 or more retail outlets.

By means of the plan referred to, manufacture and distribution began simultaneously on the first day of August, with a 10 per cent output of Menthol Cough Drops—that is, a quantity equivalent to 10 per cent of the output of regular cough drops. In two months' time, namely, by October 1, every retail outlet will have been reached.

ducing the new product, it is necessary to remind the reader that one of the most vital factors in the company's success is its package. This package is comparable in a way to the newspaper advertising of Douglas shoes. Douglas advertising has preserved its appearance and copy appeal from the beginning to the present day—the picture of William L. Douglas, the small space and crowded layout. It has often been said that Douglas shoe advertising has been adversely criticized more often and by more people than any other advertising on record. It is anything but beautiful, but it has been the prime factor in building up a business from nothing at all to an annual volume of over \$20,000,000 in something like thirty years' time. Speaking of Douglas advertising in *PRINTERS' INK* a short time ago a writer said:

"I think it comes as close actually to selling a man a pair of shoes as any advertising copy can

A Wider Opportunity for a Real Advertising Manager

If you have spent 10 to 15 years as an advertising manager—if you have satisfactorily performed on 3 or 4 successive jobs in different industries—you are ready for broader and more interesting advertising work than any advertising manager's job offers.

If you have a university or other good education—and if in your several jobs you have thoroughly understood conditions—and if you have always been a student of how to write advertising for utmost results—you have acquired an ideal experience for success in advertising agency work as we do it.

You may ask why we address this advertisement to advertising managers. Our reason is that the average agency-trained man has ideas regarding agency service which fit with difficulty into ours. We find most of them inclined to be superficial. They think that type and pictures make ads. They are inclined to lose sight of the advertiser's pur-

pose in advertising—especially of the points about his product which have made him successful.

An advertising manager of the experience we describe has seen too much of the inside needs of industries to fool himself. He understands the advertiser's need for a complete campaign. Abhors one which puts all the money into publication space and skimps on follow-up and dealer work. Having seen the shortcomings in advertising agency service as a buyer, he is all the better equipped to help us as a producer of it. So, advertising managers of long experience are for us the ideal associates.

You have read our previous advertising in *Printers' Ink*. We invite you to write us—if you earnestly desire the greater future your experience and developed ability can produce. There are two good salary jobs open here for men to begin between now and January 1. The quality of the men is more important to us than salary. We have told our story here and in past advertisements. Of course we shall be most impressed by those who demonstrate their ability by what they write us and send us.

HOOPS

ADVERTISING COMPANY · EST · 1908

Charter Member—American Association
of Advertising Agencies

9 EAST HURON STREET



National Outdoor Advertising Bureau
Audit Bureau of Circulations

CHICAGO, ILLINOIS

WHAT IS M. D. C.?

MANUFACTURERS' PROBLEMS—Manufacturers will find this agency capable of assisting them in problems of production, merchandising and sales as well as all phases of advertising. Sandmeyer Service is recognized by our present clients as distinctive in its thoroughness. A policy of close contact with the advertiser enables us to offer sincere, intimate cooperation.

DEALER PROBLEMS—Every manufacturer has innumerable knotty problems to solve for his dealers. The success of our services is based on our ability to outline campaigns of national scope and to tie up such campaigns with our ten years of experience with the local dealer. We can supply your dealers with booklets, folders, window trims, or complete newspaper campaigns, etc., that will help such dealers to sell more of your product.

CONSUMER CAMPAIGNS—We are preparing for our clients practical selling copy that creates a desire in the mind of the consumer strong enough to warrant a demand for that product. After the desire is once created and kept alive through successful advertising of same nature, it eliminates the dominant consumer problem.

THEREFORE—

you will find it to your advantage to investigate the truthful, unbiased service which this agency is capable of rendering.

A consultation with manufacturers bringing forward their problems will be appreciated.

R. E. SANDMEYER & COMPANY
ADVERTISING

153 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS

An Agency Experienced in Dealer Cooperation

in a business where so much depends upon the service of the retailer in fitting the foot. Which is, come to think of it, a pretty fair reason for letting it alone and letting the critics go on raving."

The Smith Cough Drop package has not changed in any essential respect in seventy-five years. What it is today it was at the beginning. It is a plain black and white pasteboard package, the outstanding feature of which is the pictures of two men. These pictures are crudely done in line. Both men have beards, look elderly and fatherly, like a couple of family doctors of the old school. They appear on the upper or face side of the package. Across the top are the words "Smith Brothers," and between the two portraits "S. B. Cough Drops; S. B. Stamped on each Drop; Poughkeepsie, N. Y., U. S. A., Reg. U. S. Pat. Off." Beneath the portrait on the left side is the word "Trade" and beneath the right-hand portrait is the word "Mark."

Hence it came about that the brother on the left side became known to the world as "Trade Smith," while his partner on the right side has always been referred to as "Mark Smith."

Both brothers have been dead for many years. "Mark" died early in the history of the enterprise, and therefore did not play a large part in building up the business. "Trade" Smith, whose real name was W. W. Smith, is generally referred to as the founder. His son, Arthur G. Smith, is president of the company today and his grandson, W. W. Smith, 2nd, is one of the vice-presidents.

Stage comedians, paragraphers and the writers of jokes have had more fun with "Trade" and "Mark" Smith than with almost any other subject. They are popular with the public—that is the answer. These two old chaps, with their whiskers, are homely and human. They look reliable, as if one could take their cough drops with perfect safety. Wherever the package goes it makes friends.

Many advertising men have criticized the package. They have

said it is cheap-looking. The pictures of the two brothers are chromos of a forgotten time. Many critics have said the package needs bringing up to date. It should be beautified and printed in color.

This simple, old-fashioned-looking package, however, has been a mighty power in persuading people to buy it, in convincing them that the cough drops it contains must have a great deal of virtue to be recommended by two such noble-looking patriarchs as "Trade" and "Mark," and the memory of their friendly interest lingers long in the mind of the user. Besides, he who buys the cough drops when he has a sore throat or cough and gets relief has been sold when he is in a very receptive frame of mind and finds it hard to resist his own suggestion that if the cough drops are good for a sick man they will be good for a well man, too, and perhaps prevent him from having a cough.

Moreover, the package has been a great builder of good-will for the product and the company has scrupulously made good. When Smith Brothers started in business they had nothing but a recipe. The candy was cooked in the home. When the mixture became cough drops they were put up in drums and sent out to be packaged by the women of Poughkeepsie and surrounding places.

Later a barn and piece of land near the centre of town were purchased and girls were employed to do the packaging on the premises. This was followed only recently by a modern factory building and the installation of automatic packaging machinery. The package, however, remains unchanged.

The package was practically the only medium of advertising used for many years. During recent years the company has used, at different times, almost every form of advertising—newspapers, magazines, posters, painted signs and street-car cards. Since the installation of automatic machinery and the resulting increased production

and wider distribution, street-car advertising has been used more extensively. The first expenditure began in the winter of 1920, with an appropriation of \$7,000 for the States of Iowa, Louisiana and Wisconsin. In 1921 the campaign was extended to cover every State. The campaign announcing the new Menthol Cough Drop will start October 1, 1922, covering every State and in addition the metropolitan districts of New York and Chicago.

With these facts in mind the reader will be better able to understand how it has been possible for the company to effect a distribution of its new product to approximately 750,000 retailers in slightly over sixty days, entirely without preliminary announcement or missionary work on the part of its sales organization.

Each five-cent package of cough drops contains sixteen drops. Forty packages are packed in a pasteboard box. On the first day of August and continuing until the 1st of October, a little more than sixty days, every box of cough drops shipped out of the two factories at Poughkeepsie and Michigan City will contain thirty-six packages of regular drops and four of Menthol.

That's all there is to it.

GETTING DISTRIBUTION FOR THE NEW PRODUCT

By means of this simple expedient 10 per cent of each day's production automatically becomes Menthol Cough Drops. From a manufacturing standpoint, all uncertainty as to the quantity of the new product required to introduce it to the trade has been eliminated. The factory has its work definitely cut out for it for sixty days. Everything proceeds evenly and regularly. Day after day orders are received and shipped. Every shipment goes somewhere, carrying the new product. Distribution is not being accomplished in a steadily spreading circle from the centre to the circumference, but after the manner in which rain falls upon a dusty field. At first the spots are widely separated, as

a dealer here and there about the country receives a shipment. In sixty days' time, it is estimated, all dealers everywhere will have received a shipment and distribution will be complete, as the waters cover the sea.

Of course the sales force was notified. At a convention of officers and sales representatives held some time in July of the present year, the new Menthol cough drop was presented, the plan of distribution outlined and the advertising campaign described. Salesmen were instructed to call on jobbers and take orders so as to be ready with stocks when the distribution plan went into operation. No extensive solicitation of orders from retailers was necessary. The plan of distribution would automatically put introductory packages of the new cough drop on the retailer's showcase. He did not have to place an order for them.

The jobber and wholesaler receive their goods in cases and ship many of them out without opening them. While the wholesaler often sells the retailer in less-than-case lots, he never sells in less-than-box lots—the pasteboard box containing forty packages. It is not until the retailer receives the box from the wholesaler and opens it that he discovers that four of the forty packages it holds are Menthol drops.

Right at this point the company took a chance and won. Before distribution began it was decided that if any retailer did not care to accept the four Menthol packages he would be permitted to return them and receive in their place four packages of the regular drops.

Up to the time these words are written, not a single retailer has raised an objection to the method adopted by the company for distributing the new drops, and not one has asked for an exchange.

So far as the officers of the company know, every retailer receiving the new goods has placed them on sale and they have sold. In very few cases has it been necessary for the sales force to do any

The Grand Rapids **FURNITURE RECORD**

THE *Grand Rapids Furniture Record* accepts only advertising that advertises a product or service whose use is more or less peculiar to this great field.

In this manner the concentrated power of *The Record* is still further intensified.

The Grand Rapids Furniture Record has a net paid A. B. C. circulation of 6,562. This is 1,589 more than its nearest A. B. C. competitor in the field, and 1,811 more than the next nearest.

And remember that every dealer-subscriber to *The Record* has an average buying power of more than \$100,000.00.

Our Service Department is at all times available to both agencies and advertisers. This co-operation is gratis.

THE GRAND RAPIDS FURNITURE RECORD

Grand Rapids, Michigan

VICTOR E. BAER CO.
1265 Broadway
Room 804
New York City

EDWARD R. FORD CO.
83 W. Jackson Blvd.
Chicago, Ill.

SAM LEAVICK
924 Union Trust Bldg.
Cincinnati, Ohio



1ST A. B. C. AUDIT

17,737 ~ 18,144
DAILY SUNDAY

These A. B. C. figures are convincing proof of News-Times leadership in the prosperous Northern Indiana-Southern Michigan Trade Territory. A current guaranteed press run of more than 20,000 both daily and Sunday, with a steady increase in advertising lineage, is evidence of the continued growth of South Bend's only morning, evening and Sunday newspaper.

*No Duplication of Circulation
Guaranteed*

Guaranteed

19,829 DAILY SUNDAY

Business conditions in and around South Bend are way above the average. Never was there so much construction, so great an output of merchandise or so large a crop of fruit and other farm products. News-Times circulation is within a radius of 25 miles, covering prosperous towns and farming localities from which good roads, railroads, interurban and bus lines bring a moneyed class which does its buying in South Bend.

Business Is Good in South Bend

SOUTH BEND NEWS-TIMES

Daily

MEMBER A. B. C.

Sunday

J. M. STEPHENSON, *Publisher* R. H. McAULIFFE, *Nat'l Adv. Mgr.*
W. R. ARMSTRONG, *Advertising Mgr.*

selling to the retailer. Moreover, many orders for Menthol drops have already been received.

On October 1 advertising cards will appear in practically every street car in the United States, announcing the new product. Two cards will be used. One of these, prepared for use in all States except the South, shows pictures of both packages, the present and the new. For the Southern States only the Menthol package will be advertised. Consequently, by the time the advertising appears the new cough drop will be in the dealers' hands.

The company sells direct to wholesalers only, of which there are between six and seven thousand in the United States. The sales organization comprises a force of twenty-six men. This means that the United States is divided into twenty-six territories. Mr. Bates is sales manager, located at Poughkeepsie.

"With the exception of the men in charge of our New York and Chicago offices," he said, "our salesmen handle other lines in addition to S. B. Cough Drops. Our basis of compensation is straight commission. Everybody in our selling organization works on that basis, including myself. So far as I know, I am the only vice-president in the United States who works on a commission basis."

EVERY CLICK MEANS 640 COUGH DROPS READY TO SHIP

At the general offices at Poughkeepsie, in an alcove between the offices of Mr. Smith and Mr. Bates, is an electrically operated speedometer. Every time a box (containing forty five-cent packages of cough drops) is delivered to the shipping room, this clicks and registers the number. The dial shows the total count for the day in large figures. Seated near this speedometer, waiting to see Mr. Bates, the writer heard the constant clicking, sometimes slow and halting and again fast and regular, and observed that the figures read "2,082." Thirty minutes later, as Mr. Bates entered, they read "2,478." Nearly 400 boxes had

been delivered in a half hour—16,000 five-cent packages!

It would be impossible to conceive of a more powerful incentive to sales effort than this simple recording instrument, the quiet voice of which speaks so insistently and so incisively, reminding the officers of the company all day long that goods are ready for shipment and sales must be made. Nothing could be more inspiring either, for it is the voice of the factory cheerily passing the good word along to the front office that all is going well in the works. Not only that, but the sales manager, whose compensation is based on the quantity of goods he sells, is advised every time he hears a click from the register that a certain definite amount of money has been credited to his account. If the clicks ever take his mind from his work, what a solacing distraction it must be!

The arrangement is a simple one. Lined up in a row on one of the factory floors is a battery of twenty automatic machines. Each machine has a large hopper at the top into which loose cough drops are delivered from a conveyor. The machine picks up an empty carton, drops exactly sixteen cough drops into it, tucks in the ends, delivers it to another machine, which wraps and seals it in wax paper. Forty of these packages are dropped into a pasteboard box, the lid of which is put on and string tied about the box endwise and sidewise. As the box passes over the conveyor on its way down to the shipping room, it touches a lever which clicks up a number on the register.

One point is apt to occur to the reader that does not seem to have been given consideration in the plans of the company: How will Southern dealers receive the introductory packages of Menthol drops, when so many of these dealers are not now selling black drops? In other words, how will the dealer who has been unable to sell black drops to his trade, and who no longer handles them, know the new cough drop is of a light color?

The answer is simple enough. The company's distribution through the South covers certain outlets. Suppose, for the purpose of illustration, black drops are on sale only in five or six places in New Orleans, one or two of the first-class shops, a couple of hotels, the railroad station, and so forth. Some time between August 1 and October 1 one or more of these places will receive a box containing samples of the Menthol package. The news will at once be abroad. The wholesalers, advised of the new product by the company's salesmen, will inform their own salesmen. The wholesaler's men calling on all retailers in New Orleans will tell the story and describe the article. On October 1 the advertising cards will appear. Thus every means has been taken to make certain that the public and every retailer in the city will know that the Menthol Cough Drop is not black like the regular drop, but of a lighter color.

Smith Brothers' business is seasonal to a degree. That is, sales fall off in summer. Salesmen begin selling for fall and winter in the preceding spring. Sales are made to wholesalers in April for delivery after September 1—so many cases in September, so many in October, November, December and so on. On the basis of the orders taken in the spring, the following season's requirements for raw materials can be purchased and production accurately scheduled throughout the year. It is expected that the sale of the Menthol Cough Drop in the South will help to fill in the summer valley and thus hold the factory and sales organization at full strength during the summer.

A continuous campaign of advertising has been scheduled. The positive manner in which the company is securing its distribution, the rapidity with which the new product is reaching every section of the country, and the unique way in which the success of the plan has been ascertained before it has been carried through to completion, characterize it as a most unusual achievement in merchandising. Advertising has played

a noteworthy part in this achievement. It prepared the way and made it possible, and at a fixed point in the future it will make the success certain and greater.

Joseph B. Sheffield Joins Hewitt, Gannon Agency

Joseph B. Sheffield, formerly advertising manager of Abraham & Straus, Inc., Brooklyn department store, has joined Hewitt, Gannon & Co., Inc., New York advertising agency. He will specialize in local newspaper and co-operative dealer advertising. Mr. Sheffield was advertising manager of Gimbel Brothers and John Wanamaker, New York department stores, before he became advertising manager of Abraham & Straus.

Novelty Manufacturer Adds to Staff

Joseph H. Joseph, Inc., New York, manufacturer of infants' novelties and gifts, has added to its staff James H. Carroll as advertising and sales manager and Louis J. Sorg as general manager.

Mr. Carroll for the last five years has been with the Allen Business Papers, Inc., as a member of the staff of *Garment Weekly*. Mr. Sorg was formerly with the Fiberloid Company.

W. C. Hunt. Makes Detroit Change

William C. Hunt, recently with Seelye & Brown, Inc., Detroit advertising agency, has been appointed service manager and copy writer of the Campbell-Ewald Company, also of Detroit. Before joining Seelye & Brown, Inc., Mr. Hunt had been with the Packard Motor Car Company, Detroit, in charge of motor car and truck direct-mail advertising.

South Bend, Ind. "News-Times" Appointments

Lorenzen & Thompson, Inc., Chicago and New York, publishers' representatives, have been appointed as national advertising representatives of the South Bend, Ind., *News-Times*.

The *News-Times* has also appointed R. H. McAuliffe as national advertising manager. He had been assistant to the publisher.

Texas University to Have Advertising Course

The School of Commerce of the Southern Methodist University will conduct a course in retail advertising. Herbert W. Smith, of the *Dallas News*, who for nine years taught advertising at the University of Missouri School of Journalism, will be in charge.

Subject: Are You Ready to Advertise?

Gentlemen:

It is a mistake to start the advertising before the business is well under way.

The business should learn how to make itself go; find its own leads; make its experiments; operate one method of merchandising after another until the most responsive method is worked out in detail; dig out all the trade reactions; discover what is wrong on the cartons and in the directions—if it is packaged goods; know by experience what approach to the consumer is best, whether via the profession—dentist, doctor, architect, engineer—or over all their heads direct to the user.

Then the price must be right; the initial valuation may be all wrong when gauged by the public response. The whole working capital should not be wasted or tied up or even crippled before the regular safe start is made.

Advertising is too often the LAZY way. Instead of working days and nights for months to be sure of every step, the lazy man dumps in a lot of advertising, makes a fizzle of course, and then sours on advertising, agents, media and humanity in general—and reorganizes on another backer's inexperience and money.

After 26 years of advertising experience we refuse to get excited over any new advertising proposition that has not had a proper "work-out." If the advertiser is talking a big appropriation before he has proven both his product and his method of merchandising, then in our opinion he is even less attractive as a new client.

We are seeking more business, but only on a sound basis of operation, from a marketing standpoint as well as from an advertising standpoint.

Talk over your proposition with us. Put it on a 50-50 basis. You will not lose any more than we do.

Very truly yours,

M.P. Gould Company
Advertising Agency

60 W. 35th St., N. Y.

The next letter in this series will appear in PRINTERS' INK issue of Oct. 12

PRODUCTIVE printing is the result of thought, imagination, discriminating judgment and of plan. Without these it is just good printing. Productive printing functions—it works for you. Merely good printing is inert.

For fifteen years and more, Rogers & Company have been producing productive printing for Kewanee Boilers, Simmons Beds, American Radiators and other products which have attained national reputation and market.



Rogers & Company

Producers of Planned Printing

20th and Calumet
Chicago

8th Ave. at 34th St.
New York

Diagrams That Tell an Important Story

The Customary Objection to Mechanical and Other Cross-Sections of Fact Overcome through the Use of an Entirely New Style of Pictorial Illustration

By W. Livingston Larned

THERMOID Brake Lining, some time ago, created a diagram that was used in a single advertisement. It seemed to illustrate and successfully visualize a strong selling point. Words sometimes fall short of doing this.

The diagram was of a new style. "Will your car do this?" was the headline in an enclosed frame. Then there were eight straight lines, designating eight different distances traveled by an automobile in a given space of time. Little outline motor cars were drawn at the start of each line. At their terminals the same cars were illustrated. If the speed per hour, for example, was ten miles, could the car be suddenly stopped in a distance of 9.2 feet? Or if the car was traveling fifty miles per hour, could it be stopped in 231 feet? The diagram illustrated what your car *should* do.

Used merely as a part of one advertisement, the diagram at once attracted so much attention and was so popular with the trade that it was copyrighted, introduced throughout the entire magazine advertising schedule and even printed on cardboard for display in garages and supply depots.

The old-style diagram could have accomplished no such wonderful record. There would have been too much arithmetic and not enough interest. Now what made the change? First, the idea was a good one, but the introduction of the tiny motor cars on the straight lines was also a saving grace. It gave eye interest to the mechanical details of the design.

Texaco Gasoline has been using pages to feature a new sort of pictorial diagram. Seven panels are shown, in each one of which

there are red lines with descriptions. The volatility of the gasoline is thus put into picture form. For instance, one diagram will show, by lines, how mileage goes up and upkeep goes down, in correct proportion. Another will visualize power, pick-up, starting, flexibility, etc. So complete is the set of diagrams that explanatory matter is unnecessary.

There is such a thing as "diagramming" the product itself, and this, also, is proving successful.

The Wales Adding Machine is shown, in a look-down view, with arrows running from nine important sales features. Each arrow is numbered, with small brackets for descriptive matter.

It is just such diagrammatic illustrations as this that clarify the features and selling points of a product, and do it with minimum expenditure of energy and space.

Johns - Manville Asbestos has made a standard feature of a cross-section diagram of its product, in careful detail, and with arrows that explain every portion of the scientific structure.

EVEN TOBACCO MANUFACTURER
UTILIZES A CHART

It was a rather radical departure for Liggett & Myers to change from figure compositions to a diagram, on which, in brilliant red lines, was illustrated the way "Velvet" is aged, but the advertisement has attracted as much attention as far more elaborate ideas.

"This chart," states the text, "tells the whole story of two years' aging in wooden hogsheds. It shows how Velvet 'climbs the hill' to mildness and mellowness—losing all bite and bitterness on the way."

On a gray square the red line climbs from "Raw Burley Tobacco" on up to "Mild and mellow and just right for smoking." The start, aged six months, aged twelve months, aged eighteen months and aged two years, are marked off on the chart, and as the red line advances, its progress is checked off with such observations as: "Some rawness removed"; "Half way ripened—less bitterness and somewhat milder," and "Still not mellow enough to use." This "Aging Chart" has been copyrighted by Liggett & Myers. It has visualized an idea that the company has long wished to emphasize.

The National Cash Register Company conceived for use in magazines and in windows a novelty form of chart containing figures and reproducing clearly ten important transactions in the making of an average purchase.

Every numeral carried a primitive illustration, drawn however, as by one who knew nothing at all of art—just people formed of straight lines, circles for heads.

It was supposed to be the diagrammatic story of a customer, Mrs. Jones, told in her own way and language:

(1)—I had to do some shopping in a hurry. I rushed for a car and went to the store. My time was very short.

(2)—I rushed up to a salesman and asked him to wait on me. He started to show me what I wanted.

(3)—He had to leave me to give change to a previous customer. I had to wait till he came back.

(4)—I gave the salesman my money. He wrote in his sales book the date, amount and some other things. This took a lot of time.

(5)—After a long delay I got my parcel and change. It was getting late.

Mind you, this diagram of what was happening to Mrs. Jones, was animated, all the while, with the funny little drawings, making the message extraordinarily intriguing. We follow the weary lady further on her travels:

(6)—I was only one victim of these exasperating delays. I saw many others waiting.

(7)—I next went to a drug store to get a toothbrush. The salesgirl quickly showed me what I wanted.

(8)—The salesgirl took my money and

instantly rang up my purchase on a National Cash Register.

(9)—In three seconds she handed me my change, parcel, and a printed receipt.

(10)—My husband is a merchant. I asked him why his store doesn't have a quick system. He didn't answer.

In much the same style The New York Edison Company, in newspaper advertising, humanized a chart, showing exactly the cost of the electricity required in a number of different household tasks when appliances were employed. Dry facts were made highly entertaining.

Recently an important campaign in trade journals for The General Electric Company made a definite feature of a chart. Where color inserts occupied a number of pages, this chart was introduced on every page. An entire campaign was constructed around its argument.

Dealers have been inclined to believe that summer months constitute an off-season for sales of electrical equipment. Floodlighting was stressed. "Summertime is outdoor playtime—and recreation does not cease with the setting sun," states the message. "Pleasure parks, playgrounds, bathing beaches, fair grounds—all blossom at dusk with myriads of lights. Here is work for the electrical contractor—jobs that are capable of development."

And now comes the diagram. On a chart, reaching from April to September, there is a shaded "pocket" ranging from July to the last of August. The sales line, starting in April, has a modest upward tendency, until, in July, it drops pronouncedly, coming up again only on September 1.

This forms the dreaded pocket. It represents the slack season for electrical contractors. But the General Electric Company pulls the sales line across from June to September with no appreciable change in the average of those summer months.

When the chart line drops, do creative work. Here is something for the electrical contractor that he has not thought of before, perhaps—jobs that are indeed capable of development. "For there is



Mr. Cobb is one of the most famous living short-story writers and humorists

Why Irvin S. Cobb Reads The Outlook

IN politics, I think The Outlook sometimes is wrong. In Americanism, it always is right.

There always is need, in this country—and, for that matter, in every other country—of a magazine dedicated to the task of endeavoring fairly and truthfully to interpret the spirit of the nation and the thought of the people. Never was there a time when this country needed such a publication more than it needs it to-day. In my opinion, The Outlook amply satisfies this need.

Reading it regularly, I think I see in its columns an honest endeavor honestly to present the issues which arise in America, and, most of all, I see a strong and virile nationalism. There are times when I, as a citizen, may disagree with some of the conclusions its editors and its contributors have drawn; but there is never a time when I discern in it any note of insincerity, any suggestion of timidity, any taint of cowardice. I value it as part of the literary diet which helps to make me, I trust, a good American.



Speaking of Boston

NOT because it is Boston but because it's the center of an industrial district which produced 11.5% of the nation's manufactured products in 1920—as a New England organization we have a service to offer and something to say to New Englanders that is very much worth while.

Service, as we see it, is mostly a matter of being on the job. And, where supervision and execution should go hand in hand—when lost time may mean a lost market, and when agency out-of-touch means client out-of-pocket—our experience proves that long range service is seldom entirely satisfactory.

Frankly, our organization has been built to serve New England interests primarily. Our location, here in Boston, helps us to render unusual co-operation to New Englanders. The value of our service and the close contact our location enables us to maintain is perhaps best illustrated by the fact that ten of our accounts have been with us since 1915—and for six of them our service began more than ten years ago. Some of these ten clients experimented with other services and came back to us after an experience with absent treatment.

We frankly say that we don't expect Chicago or Oshkosh to be particularly interested in Walter B. Snow and Staff, for they have agencies close at hand that can and do render service. To the New England manufacturer, however, we have something very tangible to offer.

WALTER B. SNOW AND STAFF

Advertising

60 HIGH
STREET



BOSTON
MASS.

not a community but has many unthought of opportunities for floodlighting in the summer. Only a suggestion is needed to turn some daytime resort into a nighttime fairyland—for public enjoyment and the contractor's profit. And every floodlighting contract means not only an immediate sale of equipment and an installation job but also future orders for lamp renewals."

Into the chart, in this case, is woven a view of an electrical contractor, just entering the summer playpark of a small town. He is carrying floodlighting equipment.

The real novelty of the campaign-chart is its use to build morale and to chart off the fact that the downward dipping sales line may be made to keep on an even course.

How One Agency Uses "Printers' Ink" Compilations

HENRI, HURST & McDONALD
CHICAGO

Editor of PRINTERS' INK:

The PRINTERS' INK "Special Service" sheets have been coming to us regularly and I wish you to know that they are very much appreciated.

We have them card indexed and filed away, and they make an excellent addition to our research files. They constitute a fine reference list on the special subject covered in each list.

HENRI, HURST & McDONALD,
N. F. SAMMONS.

Joins James H. Rothschild

H. Malcom Eroh has joined the New York office of James H. Rothschild & Associates. He was formerly with Pyle & MacLaren and had been a field representative of the Pennsylvania State Branch of the United States Chamber of Commerce.

Silk Association Appoints Biow Agency

The Special Ribbon Committee, Division E of The Silk Association of America, has placed its advertising account with The Biow Company, New York advertising agency.

"Oil and Gas Journal" Has Chicago Office

The *Oil and Gas Journal*, Tulsa, Okla., has opened a branch office in Chicago. E. Klappenbach, formerly vice-president of *Petroleum Age*, will be in charge.

Zanol Specialties Account with Cincinnati Agency

The American Products Company, manufacturer of "Zanol" grocery specialties, household necessities and toilet preparations which are sold direct from factory to user through representatives, has appointed The Procter & Collier Company, Cincinnati advertising agency, to handle its merchandising and advertising plans.

Henry Decker Agency Appoints Officers

Henry Decker, Ltd., New York advertising agency, has appointed Arthur E. Shephard vice-president and George S. Dyer secretary.

Mr. Shephard was formerly vice-president of Diener, Dorskind & Shephard, New York. Mr. Dyer had also been with the same agency as copy chief.

Cambridge Rubber Company Plans Magazine Campaign

A national campaign will be conducted in magazines by the Cambridge Rubber Company, Cambridge, Mass., to advertise "Radio Boot" rubber footwear.

The company has placed its account with The Spafford Company, Inc., Boston advertising agency.

Joins Lorenzen & Thompson at New York

Frank E. Forshaw, formerly with the New York *Evening Post* and *The Wall Street Journal*, has joined the New York office of Lorenzen & Thompson, publishers' representatives, as a solicitor. He will cover the financial field.

Southern Campaign for Corley Music Company

The Corley Music Company, Richmond, Va., is conducting an advertising campaign in Southern newspapers and farm papers. A. O. Goodwin, Inc., New York advertising agency, has secured the account.

Windsor, Ont. Publisher Buys Another Canadian Paper

T. H. Purdom, owner and publisher of the London, Ont., *Advertiser*, has sold this newspaper to W. F. Herman, publisher of the Windsor, Ont., *Border Cities Star*.

Joins A. E. Clayden, Inc.

C. H. Berdan has joined the staff of A. E. Clayden, Inc., New York publishers' representative, as a solicitor.

Ralph B. Miller has resigned as assistant director of the Washington, D. C., Better Business Bureau and has joined the Curtis Publishing Company at Philadelphia.

The Growth from an Idea of the Duofold Pen

The Parker Pen Co.'s Successful Product Developed from an Idea of a District Sales Manager That a Distinctive Quality Pen Could Defy Cheaper Makes

By James Henle

THE salesman, as a rule, and often the sales manager, are inclined to shy at any price that is substantially above the figure quoted by competitors.

Sometimes this is simply the salesman's excuse for not getting more and bigger orders; sometimes it represents his honest conviction. Be that as it may, the salesman who is able to take a high-priced article and sell it against low-price competition without grumbling and making excuses is a person who is worth his salt.

In the case of the introduction of the now familiar Chinese-red Parker Duofold fountain pen which, selling at \$7, has scored such a pronounced success against cheaper pens, the initial impetus and conception came not from an office executive but from a district sales manager who was convinced that a quality pen could be merchandised successfully. Apparently the vision of combating low-priced competition had no terrors for him, for he had not succumbed to the propaganda that today price is the only sales argument.

The district sales manager in question held sway in the Pacific Northwest. His suggestion was that the company design a pen of large size and of extremely high quality, make it distinctive in appearance, christen it with an easily remembered name, and proceed to merchandise it. He sent in some rough specifications as his idea of what such a pen should be.

Did the company warm up to the suggestion? Not exactly. The opinion at headquarters was that such a pen as he described would be a mighty fine writing instrument and that it would be a good pen to make—if the company were

in business for fun. But sell—and in large quantities? Well, hardly. It would cut scarcely a ripple in the fountain pen market.

However, the district sales manager was insistent and evidently knew what he wanted, so the company's best designer was put to work to create a pen of distinctive appearance, with particular attention to the pen point, the size, weight, balance and appearance. Numerous refinements and revisions were necessary before the company believed that it had the very best kind of writing instrument that could possibly be produced.

Not until this point was reached was the question of cost or possible selling price considered. The first was then calculated and it was estimated that the pen, if it sold in the small quantities anticipated, would have to bring at least \$7.75 at retail in order to yield any profit whatever. However, the odd seventy-five cents was cut off and the pen made an even \$7—for one reason because it was felt that this was a good selling price and, for another, because it was thought the loss would be small because of the restricted sales expected.

THE TRY-OUT IS SUCCESSFUL

A trial lot of a few hundred of these pens was manufactured and shipped to the district sales manager who had started all the trouble. Then the executives back in Janesville, Wis., waited for him to go out and break his heart attempting to induce dealers to invest their money in these pens. But he didn't break his heart. Instead, he wired back almost immediately for another shipment.

The fact of the matter was that the new pen, the Duofold, "caught

AFTER OCTOBER 1st

*Motor Life, now sounder than ever, will
be published in*

CHICAGO

*—a more central point from which to
serve its rapidly growing family of sub-
scribers and advertisers.*

Motor Life

NET PAID 11,464 June 1, 1922

NET PAID 19,000 Today

NET PAID 25,000

January 1, 1923

Without increase in rate!

Performance, not promise.

*It is the exceptional motorist
—the enthusiast—the fan—who
will subscribe for and read a
magazine devoted wholly to
his interests as a car owner.*

MOTOR LIFE

1056 W. Van Buren St.

CHICAGO

28 NEW ACCOUNTS

**Have Been Opened in News League
Papers in the Past 90 Days**

Many of these accounts are exclusive. These are the ones that will show the best percentage of profit to the advertiser.

NATIONAL LINEAGE IN AUGUST

	1922	More Than 1921
NEWS LEAGUE PAPERS	207,448	34,650
More than all other Dayton and Springfield papers combined	61,932	

News League of Ohio

Members A. B. C.

DAYTON NEWS

SPRINGFIELD NEWS

National Representatives:

New York
50 East 42nd Street

I. A. KLEIN

Chicago

Ft. Dearborn Bank Bldg.

Pacific Coast

A. J. NORRIS HILL CO., Hearst Bldg., San Francisco, Cal.

on" almost immediately. The problem was now to persuade retailers all over the country that they could sell fountain pens at this price. A few dozen pens, retailing at \$7 each, run up into a very considerable investment for the ordinary dealer, and, in view of this, it would undoubtedly be hard pulling to induce the dealer

March and will not be completed until the end of this year. The campaign in each city is conducted by a crew in charge of a district manager.

The advertising in newspapers consisted of a series of fifteen advertisements, the first four columns in width and about fourteen inches deep, and the other three columns

wide and nearly nine inches deep. In addition to the Duofold at \$7, the Duofold, Jr., like it except in size, and the Lady Duofold, each selling for \$5, were advertised.

The advertisements stressed the beauty of the pen, the 25-year guarantee that went with it, the pen's "feel," the iridium point, the over-size ink capacity, its desirability as a gift, the fact that its red color makes it difficult to forget, etc.

To show the dealer that Duofolds could be sold and sold in quantities, stories of the successes that other retailers had scored with them were gathered and compiled for the use of salesmen. Testimonials from dealers

as to the selling qualities of the pen were also employed.

Experience showed that the best argument with which to sell the retailer was to show him how the pen would increase the volume of his sales in dollars and cents. In this connection it is extremely enlightening to note the effect the Duofold has had upon the sale of other Parker fountain pens. At first this effect was unfavorable, and caused the company's executives some concern. What was the use of bringing out a decided novelty like this and pushing it hard if it were to hurt your own business?

But this condition did not last very long, for the Chinese-red

IT RIVALS THE BEAUTY OF THE SCARLET TANGAR



The HE pen

With Over-size Ink Capacity and a point as
superior as a polished jewel bearing

Guaranteed 25 Years

Let a breeze get its hand on Parker's big business
Duofold and he'll rather be of some dollar
than the pen. The American is standing in line, it
seems, to get this business-class pen with black
grip and enamel barrel that holds a double volume
of ink. It rivals the beauty of the scarlet Tangar.

"Guarantee them well!" is the motto here where
the Duofold is sold.

It stands in the market today just as it made
its "breaking in" — as it is called — in 1897. Since
then it has maintained production 25 years! Here
is the same commercial pen you can buy as well as
the more luxurious pen you can give.

The Duofold was created by Geo. S. Parker, inventor
of the "Silver-Point" fountain pen and inventor
of the "Lucky Curve" barrel. Only the Parker Pen can show
this special superiority in structure.

Buy the Duofold — in the first place, because it gets the
"best" of the Duofold's big commercial barrel. Let us
imagine having in your hand any other fine and
well-known pen of writing paper! Try other pens beside it to see
how superior the Duofold's barrel is to any other pen
with security as clear as day!

Just one can the Parker Trial Coupon sent, so you can
see the Duofold on 30 days' approval. Or send it to
a gift-giving friend's name.



Parker
DUOFOOLD
75¢ 35 Silver-Point



THE PARKER PEN COMPANY JANESVILLE, WISCONSIN

NEW YORK CHICAGO SAN FRANCISCO ST. LOUIS

HOW THE PEN IS BEING ADVERTISED NATIONALLY

to see the matter from the company's point of view.

The Parker organization on the whole, it is true, had not warmed up to the district sales manager's idea in any remarkable way at first, but right here it saw its opportunity and went after things in a big way. It put on a big advertising campaign and merchandised the Duofold vigorously and effectively.

The first step was to obtain national distribution for the pen before doing any national advertising. Accordingly, an appropriation of \$150,000 was made and systematic campaigns were begun in a big list of major and secondary cities. These started in

Duofold and its advertising soon began to stimulate the sale of the ordinary black fountain pens made by the Parker company. If there was something about the Duofold—whether its size or color or what-not—that did not appeal to a purchaser, he was likely to gravitate to some other pen in the Parker line. Officials of the com-

thirteen color pages that will appear in a general periodical was printed in August. Previous to this the company had done some national advertising for the Duofold, but only in a comparatively small way with the object of giving some help to dealers in towns not affected by the newspaper campaigns. The space it is now using in magazines will be backed up with the newspaper campaign now in progress.

The success of the Duofold has been so remarkable that it was inevitable there should be competitors. As was expected, quite a number of other pen companies have come out with fountain pens constructed of this Chinese-red rubber. The trademark "Duofold," however, has been registered and the company has protection on the color scheme also, so it intends to prosecute vigorously all infringers on either the name or on the color scheme.

It is certain, however, that no matter what course such litigation takes, the Parker Pen Co., in its liberal and constructive use of advertising, has a weapon with which it can defeat all competition based on nothing sounder than a desire to reap where Parker has sown. By continuing this advertising it will be certain that the Duofold will retain the prominence and reputation it has attained.



Handsome than gold—
A 25-Year Pen

with a point like a smooth jewel
bearing, and an Over-size Barrel
that resembles Chinese lacquer.

Copied by GEO. S. PARKER
owner of the trademark "Lucky Cross"

IT TOOK ME PARKER 25 years to produce this
super-pen, but it took America only six months to
reap the profits from it. In this short time the
Parker Duofold has become the leading seller at
penetration pen counters in New York, Chicago, San
Francisco and dozens of cities. It proves that the higher
a pen's perfection, the swifter and more sweeping its
popularity.

Men and Women of America

We invite you to step up to the first great pen contest yet
and see its lacquer-like beauty. Also how soft this shade of
Chinese-red, how secure the black-tipped ends and how gold
point-like.

Groups of Get the business-like feel of its 25, weight and bal-
ance in your hand.

Compare its over-size barrel with the ordinary pen. Its
barrel should show you the Duofold's beauty.

Then write with this Parker Duofold pen. You will see
this gold—no smooth it needs no "breaking in," no hard and dis-
tressing in use. You will find it for 25 years for your most satisfac-
tory pen.

Write also with pens of other makes. The Duofold's incom-
parable challenges any other pen as worth comparison of price. We,
too, manufacture higher priced pens with costly materials and
labor of skill. Try, yourself, to find another experience that
writes so readily and correctly.

We are supplying dealers as rapidly as possible with this pen
that wears like a smooth, hard jewel. But if you don't find it
near by, have your dealer take your order subject to your ap-
proved other kind. Or write us giving your dealer's name.

The PARKER
Duofold OVER-SIZE
The 25 Year Pen

\$7

These and other prominent stores
will show you the Duofold.

Duofold, Jr.
25
Years America's Best
Lucky Duofold
25
in handwriting

THE PARKER PEN COMPANY JAMESVILLE, WISCONSIN

NEWSPAPERS WERE USED TO INTRODUCE THE PRO-
DUCT AND WILL CONTINUE TO CARRY THE
ADVERTISING THROUGH THE YEAR

pany say that sales of black pens are showing an increase of 100 per cent over the figures of a year ago, while the total sales, including those of the Duofold, are enormously ahead of last year.

As soon as the company began to complete its national distribution, it took the next logical step in the merchandising of the Duofold and began to advertise it nationally. The first of a series of

A New Wash Goods Advertiser

A campaign to advertise "Colorfast" wash goods will be conducted in business papers by N. Fluegelman & Company, Inc., New York. William Irving Hamilton, New York advertising agent, has been appointed to handle the account.

James Tole has resigned as assistant business manager of the New York Globe.

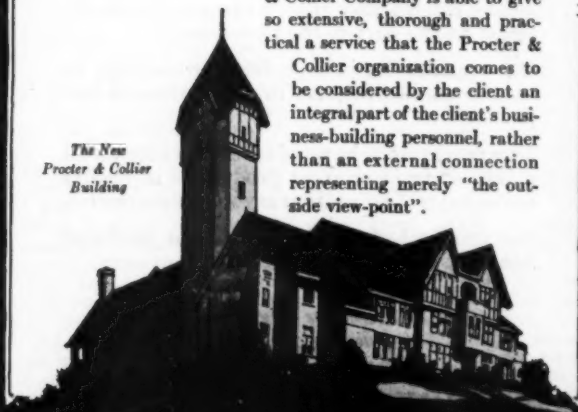
Letters from Procter & Collier clients, showing conclusively that Procter & Collier service sets a new standard for efficiency and results, are available on request.

**THE PROCTER
& COLLIER CO.**

*Advertising
Merchandising
Printing*

CINCINNATI

*The New
Procter & Collier
Building*



**PROCTER
& COLLIER**

AT least four service people work continually on every Procter & Collier account: contact man, merchandise man, copy man (or woman), artist. Each of these receives the cooperation of the following completely organized departments: research, plans, marketing, media, copy, art, mechanical production, typography, printing, accounting.

By having specialists in each phase of advertising and selling, by departmentizing the work so as to make for system and dispatch, and by providing personal, direct contact between the client and each of our departments, The Procter & Collier Company is able to give so extensive, thorough and practical a service that the Procter & Collier organization comes to be considered by the client an integral part of the client's business-building personnel, rather than an external connection representing merely "the outside view-point".



The Million Dollar Printing Plant

The Human Element in Buying

Everyone likes to feel that a business transaction is more than an exchange of commodities.

Those who offer but a product in exchange for money receive just that, with no friendly interest on the part of the purchaser.

Our organization is large, but not too large to have a sincere interest in the welfare of our patrons.

This is evidenced by our desire and endeavor to make our printing most productive of results to the buyer. Our patrons say we are successful.

Our standard of quality is high; our proffered hand clasp is an earnest one.

*We serve the largest buyer
of printing in the world*

NATIONAL CAPITAL PRESS

Not too large to do a small job well

*Illustrated magazines, fine
catalogs and advertising
matter in one or more colors*

1210-1212 D STREET N. W., WASHINGTON, D. C.

A Woman Retailer Tells How She Makes Sales

And Victor Talking Machine Company Tells Its Dealers

[EDITORIAL NOTE: In the plans used by Miss E. Stevens, of Staten Island, to build Victor sales, there are many ideas of broad application. Her paper recently won first prize in a monthly suggestion contest of Metropolitan dealers. Her method of interesting children and of making the catalogue work on the spot offer suggestions to sales managers and salesmen for diversified products.]

THE people of our section are Saturday spenders—men who wear working shirts most of the week and on Sunday dress up. You can spend a lot of time during the week going after them. I sold children's books for three years, rang door-bells, and in that way came to know people. I made more money then than I probably ever will again.

During the last month I have made a house-to-house canvass of certain sections. I have charge of our store and have to be there a great deal of the time. But I gave half an hour a day to canvassing, and it has brought me three sales of No. 240 machines and one No. 50. This may not be much, but just now it is worth going after, and it shows the possibilities in this field. I have directly traced the selling of these machines to this campaign. When I call at the house I address the woman by her name and say, "We would like to put you on our mailing list. Do you receive the supplements from any other store?" If she does she is a good record prospect and if she doesn't she is a good machine prospect.

I am also interested in doing work for schools. You can do that sort of thing in every community. I gained access by getting in touch with the principal and explained that it was for the good of the school. I talked to her on nationality in music and asked her to let me try it. After permission was granted I brought some records to entertain the children. I started down South. Then we heard Indians, went to Hawaii and heard Hawaiian music, then

Japanese and Chinese music. I showed them how there is a rowing rhythm to Italy's music. The children entered right into the spirit of it. I told them the name of the record, let them repeat it, had them sing it, made them pronounce it. We then went to Ireland and came home, all the children singing "Home, Sweet Home."

During the next two weeks I sold two or three of each particular record in that community.

THREE WAYS OF GETTING BUSINESS

I have classified three ways of getting business. First, through children in the schools; second, through the home, and third, in the store. If a fellow comes into the store for a record I am going to try to sell him two instead of one. I try to get in to the booth before he gets out. While I am wrapping the package I have the customer listening to another record in the booth. Of course, sometimes they will exchange the record for some other that they have already selected, but sometimes they take the new record, too. Then, again, it may be another thought to bring them into the store.

Before the customer goes out I ask him if he is in need of needles. This is a small item, but the record isn't good without them. I explain the value of the tungsten needle and what it does for the records. Just last week I let a saleslady go because she couldn't do that one thing right.

We call ten people every day on the telephone. On rainy days we manage to keep the operators busy. I think it is best to have a girl call, as she will always talk more graciously to another woman. The usual form of address is: "I am Miss ———, from ——— shop. Someone has given us your name for our mailing list (it may not always be true, but it works well). We will be pleased to mail you

our supplements if you do not receive these from another store. If you are in our neighborhood and need anything in our merchandise, stop in. Ask for me. I would like to wait on you myself. My name is ——. Have you a machine?"

If she says she hasn't, of course there is a prospect. If she says they have an old machine, tell her that you can put this old machine in first-class condition. I have traced fifteen direct sales to our telephone this past month. I find very few people are rude; in fact, most of them thank us for calling up.

CATALOGUES THE CUSTOMER

Even in a large community this will work out if you take the exchange nearest you. Every time I sell a machine I catalogue that customer. I try to find out his tastes. A week after I have sold the machine I make a personal call and ask if I can come during the evening and play some records for the family. I tell them to invite some neighbor, relative or friend. I usually take ten records along with me—a little of everything—and give them an idea of the Victor records. Most record buyers do not know of the large variation you have in the Victor library. I have found that customers will take half, at least, of the records I bring up with me. Very often you meet Cousin George or someone there who has no machine and I try to interest him in something. For next month I have twenty-five in mind that I can call upon through these trips.

I go back and catalogue the music they like and if it is, say, John McCormack, I call them as soon as I have a good record of his and say, "I have a record of John McCormack's I think you'll like and I'll lay one aside for you. If you don't like it there is no obligation whatsoever." It is well to catalogue the likes and dislikes of your customers. Last month I called up twenty people I had previously listed as piano enthusiasts. I told them we had a new and unusual record by Rachmaninoff. Of the twenty laid aside I sold all.

The Saturday preceding Mother's Day I realized we had nothing timely to tie up with the peculiar interest of that day. I dressed the window simply with McCormack's record "Little Mother of Mine." I also put a simple card in the window on which was printed: "I cannot tell you, mother dear, how in my heart you shine." We sold a whole box of those records that day.

An unusual, timely idea will always build sales in our community, and I guess in any community.

Department Stores Co-Operate in National Fashion Magazines

The Retail Research Association, New York, a co-operative organization of department stores located in various cities, is conducting a national advertising campaign in fashion magazines. A committee of the buyers of the member stores approve of certain styles in women's apparel and the designs so selected are featured in the advertising.

The copy shows illustrations of the models together with a description of the style, material and general details. Each piece of copy in the campaign will carry a brief comment on fashions under the signature of Barbara Lee, a trade character which will be identified with the Association's advertising. To complete the merchandising tie-up, readers will be told to look for a label in each garment which will bear the signature of Barbara Lee.

The membership of the association includes: L. S. Ayres & Company, Indianapolis; L. Bamberger & Co., Newark; The Bon Marche, Seattle; The Emporium, San Francisco; Wm. Filene's Sons Company, Boston; Joseph Hornes Company, Pittsburgh; The J. L. Hudson Company, Detroit; The La Salle & Koch Company, Toledo; F. & R. Lazarus & Company, Columbus; The Rike-Kumler Company, Dayton; Strawbridge & Clothier, Philadelphia; Wm. Taylor Son & Company, Cleveland; Weinstock, Lubin & Company, Sacramento; Woodward & Lothrop, Washington, and The Dayton Company, Minneapolis.

The Hill-Winsten Co., Inc., New York advertising agency, has been appointed to direct this advertising by The Retail Research Association.

Iron Works to Advertise in Logging Trade Papers

An advertising campaign to run one year is being planned by the Smith & Watson Iron Works, Portland, Ore. Smith logging engines and blocks will be advertised. The Arcady Company, Portland advertising agency, has obtained the account.

—To Merchants who want a NEW Idea and Manufacturers and Bankers who want to get NEW Business:—note last paragraph of this ad. *

—a Home CASH REGISTER for 50c

Here's what every housewife *wants*—a way to have money for everyday necessities, and to budget household 'xpense without a lot of bookkeeping.

Susie Savit's Put and Take CASH REGISTER for the Home

It's very simple. When you get your weekly allowance you put 10c out of each \$1.00 in No. 1 SAVINGS.

You put whatever one-quarter of your month's rent amounts to in No. 2. In No. 3 you put the money for the Baker—Butcher—Iceman, etc.

And in No. 4 you put 16c of each dollar to be applied to your dressing account.

In No. 5 you put 5 cents of each dollar each week to be used when you need a Doctor or Dentist or when you need anything from the Druggist. And so on.

This is the way to keep accounts without being an accountant.

Order yours today, price \$.50 postpaid—two for a dollar. Send money order, silver or stamps.

If it's not worth the price to you after you've used it for thirty days—mail it back and I'll return your \$.50.

If you send a dollar for two, Susie Savit will send you a chart that has helped over 20,000 housewives open savings accounts. The chart alone costs \$.50 so that you get \$1.50 for \$1.00 if you send your order now.



Address SUSIE SAVIT

Suite—1425

469 Seventh Avenue, New York City

*Agents—Retail Dealers—Bankers—Church Associations and Newspaper circulation departments. Write for special offer.

This is only a rough idea of it, full size 4 inches wide by 9 inches long.

Substantially made, guaranteed to give at least one year's service.

Please find enclosed \$..... for..... Susie Savit Cash Registers

NAME.....

ADDRESS.....

CITY..... STATE.....

(Copyright J. W. Lindau, Jr., N. Y. '22)

2-to-1

116 columns gained in national advertising
August, 1922, against August, 1921.

The Washington Times

gained *twice* as many columns in national
advertising as the *combined* gains of its two
competitors.

HERE ARE THE FACTS

Times Gained 166 Columns

Second paper gained 52 columns

Third paper gained 35 columns

Fourth paper lost 6 columns

De Lisser Bros. Reports for August

WHAT'S THE ANSWER?

66,213 DAILY
109,046 SUNDAY

The Washington Times

G. LOGAN PAYNE, Publisher

G. Logan Payne Co.
Tower Bldg.
Chicago

Payne, Burns & Smith
Fifth Ave. Bldg.
New York

National Publishers Association Meeting

THE National Publishers Association, an organization of publishers of general magazines, trade journals, farm papers, medical and religious publications, held its third annual convention at New York on September 19.

An address by H. M. Swetland, president of the United Publishers Corporation, and president of the association, calling for co-operation in the publishing industry, indicated not alone the spirit of the convention, but also of the work of the association throughout the year. This desire on the part of the periodical publishers for co-operation with other publishers was evident in the reports made by A. C. Pearson, of the *Dry Goods Economist*, as chairman of the association's postal committee, by A. J. Baldwin, of the McGraw-Hill Company, as chairman of the labor committee, and by A. D. Mayo, of the Crowell Publishing Company, as chairman of committee on tariff legislation and government priority orders. Mr. Swetland's address, given elsewhere in this issue of PRINTERS' INK, asks the members of the National Association to look forward to the time when there will be one organization embracing all publishing interests. Before this can be accomplished, he said, the present association must set its own house in order.

This thought was also made plain by the executive secretary of the association, Frederic W. Hume, in his annual report when he said:

"The association needs a spirit of progressiveness. We need more inventive thought, directed in the line of collectively solving the problems of our industry. The association is actuated by a desire to magnify the service of the magazine publishing industry to the country. It has outgrown its swaddling clothes and has become a body of considerable influence in presenting and protecting the interests of magazine publishers.

With all of the best minds in our profession co-operating to advance the association, it should be second to none. It has a great field of usefulness before it, and will play an important part in establishing the prestige of the magazine publishing industry."

A report prepared by B. A. Mackinnon, of the Pictorial Review Company, on transportation problems of the periodical publisher was submitted to the convention. A statement of the financial condition of the association was made by Roger W. Allen, of Allen Business Papers, Inc.

The association re-elected unanimously the officers of the previous year. These officers are:

H. M. Swetland, United Publishers Corporation, president; R. J. Cuddihy, *Literary Digest*, first vice-president; P. S. Collins, Curtis Publishing Co., second vice-president; Frank C. Hoyt, *The Outlook*, secretary, and Roger W. Allen, Allen Business Papers, Inc., treasurer.

The members of the board of directors elected at this meeting are: Roger W. Allen, Allen Business Papers; A. O. Backert, Penton Publishing Company; A. J. Baldwin, McGraw-Hill Company; P. S. Collins, Curtis Publishing Company; R. J. Cuddihy, *Literary Digest*; Ernest F. Eiert, *Musical Courier*; Moody B. Gates, *People's Home Journal*; A. C. G. Hammesfahr, International Magazine Co.; Frank C. Hoyt, *The Outlook*; Charles F. Jenkins, *The Farm Journal*; S. R. Latshaw, Butterick Publishing Company; B. A. Mackinnon, *Pictorial Review*; A. D. Mayo, Crowell Publishing Company; Henry W. Newhall, *Modern Priscilla*; Graham Patterson, *Christian Herald*; A. C. Pearson, *Dry Goods Economist*; H. M. Swetland, United Publishers Corporation; R. C. Wilson, *McCall's Magazine*, and Francis L. Wurzburg, Nast Publications.

Klaxon Company Appointment

The Klaxon Company, Newark, N. J., has appointed C. L. Elliott as advertising manager to succeed O. P. Gellert. Mr. Elliott was formerly sales promotion manager of the Philadelphia Storage Battery Company, Philadelphia.

World Wide Circulation Over 102,000

***N**O further
space ac-
cepted for
1922 insertion*

ADVERTISING space in the Importers Guide is limited and only increased periodically. Space reservations for 1923 to begin with the January issue will be accepted direct or through your accredited Advertising Agency.

GUARANTEED monthly circulation schedule for 1923. English 32,208, published January, May and September. French 25,627, published February, June and October. Spanish 32,106, published March, July and November. Portuguese 12,386, published April, August and December. Total combined circulation of the four language editions 102,327. Sworn detailed statement of circulation furnished with each issue.

An Export Publication for the Merchant Trade Abroad

Importers Guide

J. E. Sitterley, Publisher

461 EIGHTH AVENUE, NEW YORK

There's no substitute for circulation and service.



Anyone Can Make His Own Signs

The **NATIONAL SHOW CARD WRITER** enables you to get signs quickly—when you want them—in any size or style for counter or window use.

Its patented features are easily mastered by the user in a few minutes' time, and no experience is required to produce attractive, well balanced signs superior to the ordinary hand painted variety. Thousands in use.

Increase your store sales, turn lookers into buyers, make buyers buy more. Place a sales message and a price on merchandise to speed turnover.

Rivals Work of Expert Artists

The work is so easily and perfectly done by any clerk in your employ in spare time that you'll be glad you saw this advertisement and answered it.

You'll say as does Ben Kruckeberg, window trimmer for Herbst Department Store of Fargo, N. D., "We are using your outfit every day and like it fine," or as does Henry Kahl of Pittsfield, Mass., "Your outfit is indispensable to our business."

Send for Specimen Sheet

NATIONAL SIGN STENCIL CO.

Factory and Main Office:

1600 University Ave.

ST. PAUL, MINN.

able to impart to them some of the inspiration we got from our association with the farmer. We wanted the men who made the tractors, the plows and the other things to be able to look out beyond the forge and the assembling room to the field where the products of their skill were in actual operation. We felt if they could get the vision of service to the farmer as we had it they not only would be happier in their work but our products would be better."

The annual banquet was coming—the general round-up of the sales and advertising departments with the other elements in the business. Mr. Wallis determined that this time the workmen should be well represented among those in attendance and also on the programme. He called in the superintendent and asked him if he thought he had a man out in the shops capable of responding to a toast on "Capital and Labor in Its Relation to the J. I. Case Plow Works Company."

The superintendent did not know, but would find out. An hour or two later he came back with the report that "Johnny" Gilbranson of the plow department could make a speech and was willing to do so.

"I'll send him in if you like," the superintendent said, "and you can tell him what you want him to say."

"That isn't the idea," Mr. Wallis replied. "I want him to say whatever he wants to say."

Nevertheless, as the time for the banquet drew near, Mr. Wallis admits he became somewhat apprehensive as to what Johnny would say. He cautioned the superintendent to sit near him so he could pull his coat-tails in case the plow worker went off on a tangent.

"But it was a speech that you or I would be proud to be able to make," said Mr. Wallis in telling of the incident. "The man showed he was a thinker and had vision. He told how for thirty years in this factory he had been beating out plow shares—the interminable job that might be expected to

crush a man's very soul out of him because of its ceaseless monotony. But the thing that kept him interested, he said, was the thought that what he was doing was after all the thing that made the plow work. Without the sharpened share the rest of the article would be useless. As he hammered away, therefore, he visualized that plow point as pushing its way into the soil and resolved that if it failed to give 100 per cent service the fault would not be his."

A FACTORY MAN INTERPRETS WORKING RELATIONS

The workmen attending the dinner, at first embarrassed and ill at ease, nodded approvingly to each other as Johnny brought out the points in his speech. They got the idea. And later when a printed report of the proceedings was distributed to all the workmen, the idea went still further. The plow share beater has made numerous speeches since then. A recent one was before a meeting of the salesmen.

"We men who make these plows and tractors here," said Johnny, "and put our very lives into them, have to depend on you to get them into the fields where they belong. If we did not make them you could not sell them. And if it were not for you we would have nothing to make—no jobs. It seems to me that the proposition is one calling for united effort from everybody. And everybody in the transaction, including the maker, ought to be able to know and to feel that every other fellow is doing his level best."

Mr. Wallis believes all this has an integral part in keeping the farmer sold in an advertising way.

"An advertising campaign to the farmer," he says, "should extend clear back to the humblest workman in the shops. To accomplish its full purpose it first must inspire the manufacturer's own personnel from top to bottom. You can't get the idea across by jazz methods, by contests, by prizes or by driving. To talk about inspiring workmen with the

spirit of service sounds visionary and idealistic. But we really believe we have done it here.

"It may be a queer thing for me to say, but looking back over the experience of the last twenty years or so I believe the only place in the organization where I have had to command in an arbitrary way to get our advertising message accepted and used has been the sales department. Happily, the traditional controversy between sales and advertising in which the one insisted that he was making money for the other to spend, has long since passed from this business. But we have had our full share of it. Why a sales manager will be hostile or indifferent to an advertising effort is more than I can comprehend. But the problem is not so overwhelmingly difficult at that. If a sales manager will not respond he can be replaced. If you can sell your organization as a whole on your ideals to an extent that will make each man look beyond his job as a machine-like process then you are making the conditions right for your advertising to sell your prospect and keep him sold. And back of it all is the need of knowing and respecting the man you want to sell and co-operating with him to the limit. This is why we spend so much time with the farmer."

Philadelphia Hair Curler Account with New York Agency

The West Electric Hair Curler Company, Philadelphia, manufacturer of West electric hair curlers, West Softex Shampoo and West Beach and Motor Brand hair nets, plans an advertising campaign in general and women's publications, newspapers and business papers.

Hewitt, Gannon & Company, Inc., New York advertising agency, has been appointed to direct this advertising.

Hendersonville, N. C., "News" Appointment

L. J. Penney has resigned as general secretary of the Hendersonville, N. C. Chamber of Commerce to become advertising manager of the Hendersonville News, effective Oct. 1. He was formerly with the Memphis, Tenn. Commercial Appeal and the Chicago American.

Playing Up One of Fifty-four Products to Stockholders

One of the fifty-four products manufactured by the International Harvester Company is twine. Because the stockholders of the company are more apt to be impressed with the large-sized mechanical units which it manufactures, such as motor trucks, tractors and wagons, the company is sending a small circular setting forth the importance of binder twine among its manufactures to its stockholders.

Twine is as vitally important to the grain binder as gasoline is to the operation of an automobile, says the company. It is an essential of modern agriculture and as such deeply interests a manufacturer dependent upon successful crop harvestings. Complaints regarding the working of grain binders because of imperfect twine is another reason why the company has perfected the production of a serviceable product itself.

The company is developing a plantation in Cuba to provide a part of its requirements of sisal fibre, used in the making of binder twine.

Campaign to Sell Ice in the Winter

Newspaper advertising is being used by the Providence Ice Company, Providence, R. I., to educate people to buy ice throughout the winter. The company says that ice in winter is an actual economy because it gives an even temperature for foods both night and day. It says that this is possible only in a refrigerator where the food is also kept free from germs. The copy is headed "Don't give up your refrigerator" and continues: "As autumn approaches and cooler weather comes, your first thought is to stop taking ice and thus save the few cents per week ice costs you. This is a mistake. Keep on taking ice for your food's sake!"

Advertising Used to Fill Municipal Vacancy

Newspaper advertising was used by the City of Richmond, Va., to secure a competent man as head of the Bureau of Building Inspection. The copy was signed by the Director of Public Safety. The advertisement was directed to local men whose experience and other qualifications would warrant their consideration for the position. It outlined the duty of the Building Inspector, stated his salary and called for applications to be filed with the Director of Public Safety within a week.

S. J. Borchers with Maujer Publishing Co.

The Maujer Publishing Company, Chicago, publisher of *Industrial Power* and *Bakery Profits*, has appointed Samuel J. Borchers advertising service manager. He previously had been with the Telephony Publishing Corporation.



STANFORD BRIGGS INC.

ADVERTISING ART

392 FIFTH AVENUE, N.Y.

Layouts, designs, and Illustrations for every purpose in every practical technique.

WRITE US FOR SAMPLES OR
BETTER STILL ASK US TO CALL

The KNIT GOODS GROUP

*Knitted Fabrics
Apparel*

*The
Underwear & Hosiery
Review*

*Sweater News
and
Knitted Outerwear*

The Journals of the Knit Goods Trade

*Published monthly
by*

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N. Y.

THE EVENING MAIL

New York

Announces the Appointment as

AUTOMOBILE EDITOR

Starting October 2nd, of

C. E. T. SCHARPS

Formerly Automobile
Editor of The Sun and
the New York Tribune

THE EVENING MAIL

New York's Fastest Growing Newspaper

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The New Woman on the Farm

(Continued from page 6)

"Third: selling a substitute is not only about the most thankless task in the world, but it is also a dangerous one from the viewpoint of building up confidence in the store and the salesman. You know the old saying to the effect that a woman convinced against her will is of the same opinion still. It's true as Gospel! And it works independent of the comparative merits of the competing articles. Take a substitute which is actually 'just as good' as its advertised competitor. Talk a woman customer into accepting this view and into buying the substitute on the basis of economy—the chances are excellent that she will discover some cause of dissatisfaction with her purchase. But I would not like to leave any inference that, as a rule, dissatisfaction with substitutes is merely psychological. Usually it is material and well-founded. It goes straight back to the fact that for the manufacturer who spends hundreds of thousands of dollars to establish his brand in the knowledge and confidence of consumers, to do less than maintain the quality of his product and stand staunchly behind it would be plain business suicide. It simply isn't done—and no consumers are keener to appreciate this than are the farm women.

FARMERS PLACE NO RELIANCE IN PRIVATE BRANDS

"As a salesman for a certain chain store organization which pushed its own brands, I have had a liberal education in the art of selling substitutes. Probably a more dependable method for losing friends and customers has never been devised. This experience has given me an immense appreciation of the energy lost in pushing against the current of created demand. And no class of customers, I repeat, has absorbed the new edu-

The Largest - - - DIAMOND

THE largest diamond in the world is small as stones go. Yet its value is immeasurably greater than rocks thousands of times its size.

- The same is true of advertising. A small, carefully prepared advertisement, well placed, often has far greater pulling power than a big, ill advised one.

We prepare and place all types of advertising, yet we pride ourselves upon the results our clients have obtained from their small advertisements.

Stanley E. Gunnison, Inc.

**MERCHANDISING
ADVERTISING**

**Hudson Terminal Building
Tel. 5191 Cort. 30 Church St. N. Y.**

Philadelphia



But—

in New
Orleans
it's the
Item



AMERICA'S DOUBLE

Of course there are differences between England and America.

But there is also essential similarity. The great middle classes are alike in both countries.

In both there is a big and alert industrial population.

There is a common heritage of law, of political origins, of wealth of poetry and thought.

What does this mean in terms of business?

It means that the goods that appeal to the American will appeal to the Englishman.

If you can sell successfully to your home market you can succeed in the English market.

You can reach the Englishman best through the "Daily Express."

It has big net sales (over a million copies daily), it covers the whole country; it has a reputation for alertness and interest.

Write me now.

R. WORTLEY DODD,
Advertisement Manager,

"DAILY EXPRESS"
116 Fleet St., London.

cation offered by national advertising more eagerly or more thoroughly than the farm women. Not infrequently manufacturers send to us letters from farm women in our own territory who have seen an advertisement and written direct to the manufacturer. This happens quite frequently in connection with certain widely advertised lines of children's wear.

"There is daily and unfailing evidence that the farm woman is educated by national advertising in the true sense of the term. Her tastes have been greatly elevated by it. She studies the advertising illustrations in the best magazines and gets a new sense of style. From the same source she learns that she needs certain elegancies of attire which a few years ago, she never considered. The scope of the farm woman's desires and demands has been greatly enlarged by this educational influence."

In a town of about 7,000 inhabitants, which is the trading centre for a rich farming region, I talked with the head of the millinery section of a well-managed department store. This woman was uncommonly keen and alert.

"In that display case," she remarked, "you see a line of pattern hats which are so well advertised that their maker's name is a household word in the country as well as in town. You'd be surprised at the number of these hats which we sell to farm women. There are plenty of prosperous farmers about here and their wives and daughters know stylish hats when they see them, can afford them and buy them. Of course we sell cheap hats which are in hideous taste to farm women—but that holds true of town buyers, too—and in about the same proportion to the total trade."

At the "beauty counter" of this store I asked: "Do you sell any of these things to farm girls?"

"Well, I'll say we do!" laughed the young saleswoman. "Don't you suppose the farm girl wants to doll up just as much as the town girl? Of course she does. And she knows how to do it, too."

\$850,000,000

¶ Represents the personal buying power of the 85,000 subscribers to THE ROTARIAN—

¶ Leading business and professional men whose personal incomes will average above \$10,000 each annually.

¶ Besides this, the interests which they represent spend untold millions each year for commercial and industrial needs.

¶ You can reach this crowd through their magazine

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives
Constantine & Jackson
7 West 16th St., New York

CHICAGO

Great Britain
Thos. Stephenson

Advertising Manager

Frank R. Jennings

910 So. Michigan Blvd., Chicago

6 So. Charlotte St., Edinburgh, Scotland

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International

"In Peoria Territory

**33,000 of the
37,500 Homes are
Covered by the**

**JOURNAL-TRANSCRIPT
Combination!**

That is the Reason these Papers Carry

135 Exclusive Local Accounts and

67 Exclusive National Accounts

Chas. H Eddy Co.

Representatives

it's the Journal-Transcript!

How Many Flivvers in Oktibbeha County?

OUR complete auto census of the South shows the registration of sixty different makes of cars in every one of the 1,276 counties in thirteen States. Also the total number of trucks in each county. It was compiled as a service to the space buyers in the farm field. Just *one* example of the many ways we try to be of *real* service to advertisers. If you haven't a copy—and need one—write now before they are all gone.

SOUTHERN RURALIST

The South's Foremost Farm Paper

More Than 400,000 Net Paid Circulation

ATLANTA

CHICAGO

ST. LOUIS

NEW YORK

MINNEAPOLIS

WANTED

(By New York Agency of Highest Standing)

TWO HIGH-GRADE ADVERTISING EXECUTIVES

One familiar with the field of drugs and toilet preparations.

One familiar with the food products field.

Must be capable of planning all phases of well-rounded campaigns, including merchandising of products and of advertising; able to direct investigators, copy writers and others in carrying out such plans (capable of directing because they can do the work themselves, if necessary); able to handle all matters with executive heads of client companies. Only experienced, high-grade men need apply.

If you meet these specifications, write full details of business experience and personal qualifications. State present position, salary desired, business reference. Address "D. C.," Box 280 care of PRINTERS' INK.

She's just as keen for beauty secrets as the town girl. The fact is that the girls and young women of the country, in these automobile days, mix with the town girls at dances, at church, at school and nearly everywhere else. They know their way about as well as the town girls—and know that they must compete with them in attractiveness or lose out."

Another young woman at the beauty counter of a provincial store, having a large farm trade, made this shrewd remark:

"The young women and the girls of the farm are just about on an even basis with those of the town in buying beauty goods. The real difference in this trade is among the older women. We sell more to town women who have reached middle life than we do to middle-aged farm women."

But this difference will disappear, as the farm girls of the present become mothers and grandmothers and know, from experience, the pleasure and advantage of personal attractiveness—of having clean, well-cared for hair, a good complexion and a soft and pleasing skin.

DEALER CANNOT CHANGE FARMER'S MIND

A hardware merchant in a lively country town remarked:

"Farm women buy the best we sell and their inclination to advertised articles is marked. Here is a baking oven which is not cheap, but it has special points of merit and convenience which are known to farm women through advertising. It is the oven that they want. They call for it by name. So it goes with stoves, vacuum cleaners, washing machines, electric irons and all the rest of the modern household conveniences. The farm women want those with whose merits they are familiar. It doesn't pay to try to sell them anything else. They believe that these widely advertised articles are right and they are. When a merchant tries to go against this kind of customer-confidence he is working against his own interest.

"But suppose a farm woman



Quality • Quantity Character

ALL THREE are of importance to advertisers, but to Advertisers of High-Class Goods and Service *Quality* and *Character* of a medium are vastly more important than *Quantity* of Sale.

Very few *Quality* mediums have great *Quantity* sales but are none the less valuable for High-Class Advertising in their special fields.

But "PUNCH" has *All Three* attributes to an extent granted to no other British medium of its class:

Quality, Quantity and Character which happy combination of values accounts for the fact that its pages are always full of the most desirable advertising.

MARION JEAN LYON
Advertisement Manager "PUNCH"
11, Boulevard des Capucines, London, E.C.4
Eng.

came in here and wanted an oven—any oven that I was willing to sell her. Would I hand her any but my leader—the most expensive one I carry? Not on your life! Why? Because, sooner or later, she is bound to learn that several of the leading farm women in her general locality have bought ovens of this particular kind. Then she will feel that I had put her in the wrong class. And if she happened to see an attractive advertisement of the oven bought by her neighbors she'd feel sure that I'd sold her something which fell short of being the best."

These expressions from merchants in Illinois are typical of those to be had from storekeepers of mixed farm and town trade in every part of the country. The keener the merchant and the more modern and progressive his store the more emphatic his belief that the farm women of today are greatly influenced—educated is the truer word—by advertising, by national advertising. This is my experience in talking with storekeepers in many States. Also I will go on record with the statement that the better merchants are those who are most ready in offering specific proof of this influence of advertising upon the tastes and demands of farm women. The more backward and old-fashioned the merchant, the less his appreciation of this influence and the greater his belief that it is good policy to sell a substitute whenever he can.

There are hundreds of towns in the Middle West which are drawing trade from other towns which are larger and more fortunately situated. When you find a situation of this sort you may be sure that the smaller town has at least one merchant who is a real one, who understands farm trade and can tell why it leaves one town and goes to another. It takes sheer merchandising ability to pull farm trade from the county seat or from provincial cities of six to ten thousand inhabitants to a village of 2,000 to 3,000 people. Yet this is being done in scores of cases. The opinions of the men who are

doing this remarkable work of trade-drawing should count for something with respect to the problem in hand—that of the extent to which farm women are influenced by national advertising.

QUICK TO APPRECIATE MODERN STORES

A merchant in a certain Western village of barely 2,000 inhabitants is drawing farm trade from a radius of forty or fifty miles—pulling it away from the county seat. A stranger from Chicago, happening upon this store, exclusively devoted to drygoods and women's ready-to-wear apparel, would stop and stare in astonishment at its display windows and wonder, for an instant, if he were not in the shop district of Michigan Avenue. This merchant admits that he is doing an annual business of close to a quarter million dollars. And, remember, this is in women's wear and drygoods alone! Because he is located in a farming country where diversified crops are the rule, it follows that he must have a peculiarly keen and sound understanding of the trading habits of the farm woman.

This merchant frankly admits that a cardinal factor in his success is that of carrying the leading brands of merchandise made familiar to the farm women of his territory by advertising. He's about the poorest pusher of unbranded goods in America. As a seller of substitutes his feet are not cold but frozen. All the silver-tongued orators in America—Mr. Bryan and Senator Beveridge not excepted—could not convince this country merchant that the tastes, desires and demands of farm women are not formed by national advertising. He knows they are. His daily experience across the counter, his books and stocks prove it. Also he has deliberately made tests with unbranded, unadvertised goods to test his conviction.

Probably there is a higher percentage of widely advertised lines of goods in this store than in almost any other store of its kind in



For the Man Who Writes Form Letters

The Multigraph Letter Trophy, illustrated above, is to be awarded, at the annual Convention of Direct Mail Advertising Association in Cincinnati, October 27th, to the man or concern submitting the best series of form letters, produced and used in the year ending October 2, 1922.

This handsome cup, donated by the American Multigraph Sales Company, will carry with it merited honor and high prestige, as it signifies, in the opinion of the judges of the Direct Mail Advertising Association, that the winner has achieved something worth while in the field of commerce.

Rules governing the contest will be mailed you immediately from the Direct Mail Advertising Association Headquarters at your request. The series submitted must consist of not less than three letters, and they must be received at the Association Headquarters not later than 5:30 P.M. October 2, 1922.

This is to be an international competition. It calls for the best work of every contestant. The man whose work is at present practically unknown may receive signal honors in the field of Direct Mail Advertising.

Mail all entries in flat packages to the Executive Headquarters of the

DIRECT MAIL ADVERTISING ASSOCIATION
770 Penobscot Building **Detroit, Mich.**

Buy It From the Navy

STATIONERY, PAPER AND MISCELLANEOUS OFFICE SUPPLIES

By Sealed Bids—Opening as
Follows:

Cat. No. 122-B—Monday, October 16th, at 11:00 A. M.—
Inks: Drawing, Mimeograph, Writing and Recording; Pens and Penholders; Pins; Clips, and Staples.

Cat. No. 139-B—Thursday, October 19th, at 11:00 A. M.—
Drawing, Tracing, Cross Section and Blue-Print Paper; Stencils; Manifold and Mimeograph Paper; Rolls for Adding and Autographic Machines; Tissue and Wax Paper; Pads, and Loose Paper.

Cat. No. 118-B—Scheduled for the first of November.—Strawboard Boxes; Bristol and Card Board; Typewriter Ribbons, Brushes and Oil Cans; Index and Plain Cards; Rulers and Pen Racks; Tracing Cloth, and School Supplies.

These materials are unused and are fully described in the above catalogues, which give detailed quantities, sizes, locations and terms of sale.

Write or wire for any of the above catalogues to any of the following, who will also arrange for inspection:

Supply Officers at Navy Yards:
Boston, Mass. New York, N. Y.
Norfolk, Va. Charleston, S. C.
Philadelphia, Pa. Puget Sound, Wash.
Marine Island, Cal.

Naval Training Station,
Great Lakes, Ill.

Board of Survey, Appraisal and Sale,
Naval Supply Depot,
S. Brooklyn, N. Y.

**U. S. NAVY CENTRAL SALES
OFFICE**

• Navy Yard Washington, D. C.

the country. The net of his experience is this: farm women are careful readers of advertisements—and the better the magazines and the better the advertisements the more widely and carefully are they read and the greater the weight of conviction which they carry. He believes in the superior and stabilized value of these goods just as fully and firmly as do the farm women who trade with him. He believes that the money spent in the national advertising of these brands is an economic saving, not a waste; that the high cost of this kind of public education is more than absorbed by the production economies which go with a multiplied output.

If you could interview him this is about what he'd tell you, as he tells all who discuss the subject with him:

"This business has been built up mainly on the sale of advertised goods for two reasons: they can be sold in much less time, with much less effort and in greater volume than competing goods not nationally advertised; again, they make friends and keep customers because they are dependable and the manufacturers stand back of them."

In this store you cannot find a corset or a hair net which is not nationally advertised. If there is a suit or a dress in its stock which does not belong to a branded and advertised line it is not conspicuously displayed. Its leading piece goods bear the names of famous brands and so do its lines of underwear, hosiery, blankets and toilet goods.

This shrewd and far-sighted merchant freely admits that while the business of competing merchants has been falling off, his sales now total what they did in 1919 and he is steadily pulling trade from competitors in his own town and competing towns—larger ones, too—and that this has been accomplished on a policy of cutting out unadvertised lines and increasing the proportion of nationally advertised lines.

Any manufacturer or distribu-

H. W. KASTOR & SONS ADVERTISING CO., INC.

Announce

Samuel Youngheart
and
Charles F. Pietsch
(Lately Associated with Frank Seaman, Inc.)

In Charge of
The New York Office
52 Vanderbilt Avenue

H. W. Kastor & Sons Advertising Co., Inc.
NEW YORK CHICAGO ST. LOUIS

THE BILLBOARD

is not the only theatrical paper in the field.

There are others, and they are pretty good little papers in their several ways.

But if you want to do big things in a big way, use the big paper—The Billboard.

MEMBER A. B. C.

THE BILLBOARD PUBLISHING CO.

NEW YORK	CHICAGO
1493 Broadway	35 So. Dearborn St.
Bryant 8470	Central 8480

The School Idea

There are 25,000,000 students in the United States today.

Everything about school life is definitely known. Therefore, it is easy to get student trade if you know how.

We are specialists in the school field and have had more opportunity to learn the buying habits of the students than any other organization in the country.

Do you want more student trade?

If so, tell us about it or ask for a copy of the "School Idea," which gives a survey of the school market and what it may mean to you.

**Ask Us Anything You
Want to Know About
the Student Market**

Established 1913

USA

**COLLEGIATE SPECIAL
ADVERTISING AGENCY, Inc.**

503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

tor of goods for women who allows himself to think of the modern farm woman as a female "rube" is woefully lacking in business vision. In fact this attitude comes dangerously near to stamping him a rube among manufacturers. Among farm women there are still thousands whose tastes are unformed and uncouth and whose faces have never known the soothing touch of a complexion cream. But this type of farm woman is rapidly going out, while her daughters are coming in—and these daughters are avid advertisement readers. They are just as wise to the subtleties of the vanity box as the town girls, just as familiar with the chic lady in the pattern hat and the perfect hair net as the best dresser in the towns where they trade. They are frankly determined to look as attractive as the town girls. Believing themselves to be under a handicap because of their country origin and traditions, they are inclined to enter the competition with more thoroughness and to strive for real "style" instead of the exaggerated effects in which many town girls indulge. Therefore they are inclined to educate themselves more carefully by their reading than do town girls of their buying power. Certainly this tendency is observed by many shrewd retail merchants who have both town and country trade.

The number of farm girls with this viewpoint is increasing immensely. This means that the manufacturers and the merchants of this country will not only sell better coats, suits, hats, underwear and hose to these girls than they sold to their mothers, but that they will sell many other things which never went into those homes until the daughters of those farm households began to study advertisements in leading magazines and periodicals. Toilet preparations are conspicuous in this list. So are many articles of personal adornment and convenience. Their range of desire—and consequently their range of purchase—is being constantly en-

THE CLASS JOURNAL COMPANY

PUBLISHERS

MOTOR WORLD
NEW YORK

AUTOMOTIVE
INDUSTRIES

MOTOR AGE
CHICAGO

239 WEST 39TH STREET
NEW YORK

September 5, 1922.

Printers' Ink,
185 Madison Ave.,
New York City.

Gentlemen:

The response to our advertising in PRINTERS' INK has been quite satisfactory. We were able particularly to note this in the case of our book "The Automotive Market", for which a great number of requests were received in direct response to our advertisements in PRINTERS' INK.

Practically all the leading agencies in this section, who are interested in the automotive field, have written for a copy of "The Automotive Market". It would seem likely that we have received as complete a response as could reasonably be expected, and one which certainly has impressed us with the value of PRINTERS' INK as a medium for reaching the active elements of the advertising field.

Yours very truly,
THE CLASS JOURNAL COMPANY
Advertising Service Bureau
by

A. J. McElhane

A. J. McELHANE/EWR

Are You Getting Your Share of Business in New England?

New England is well above the rest of the country not only in total income but in the number of people making federal income tax returns.

With a population of only seven per cent of the country, New England in 1920 made ten per cent of the total returns, reporting ten per cent of the country's net income.

Here are the figures:

	NO. PERSONAL RETURNS	NET INCOME REPORTED
Conn.	148,195	\$451,737,702
Maine	47,717	143,455,545
Mass.	401,770	1,368,406,648
New Hamp.	35,983	100,431,539
R. I.	53,128	180,303,990
Vt.	19,205	59,303,302
Total.....	705,998	\$2,303,638,726

New England is one of your most prosperous markets. Its doors are crowded with sales possibilities, which you can open with advertising in these home daily newspapers:

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,824 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT.

POST
TELEGRAM

Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 32,537 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,640 A.B.C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS

Daily Circulation 25,424 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,889, A. B. C.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H.

UNION and
LEADER

Daily Circulation 28,649 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Net Paid Circulation now 10,589
Population 41,013, with suburbs 110,000

LOWELL, MASS., COURIER-CITIZEN

LEADER

Daily Circulation 20,419 P. O.
Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 15,504 A.B.C.—2c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS., STANDARD

& MERCURY

Daily Circulation 30,659 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS

Daily Circulation 20,023 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 56,055 A. B. C.
Population 129,563, with suburbs 250,000

WORCESTER, MASS., TELEGRAM

GAZETTE

Daily Circulation 73,444
Population 179,754, with suburbs 350,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

larged. The manufacturers and the merchants who recognize this most clearly are those who will reap the most of this new harvest from a large field which has lately come under intensive development.

The plow which has broken this virgin field is advertising. When the farm woman and farm girls became readers of advertisements intended to appeal to city and town women—not aimed at "the hick trade"—then began the exit of the female rube.

Why American Fountain Pens Sell Abroad

The experiences that American manufacturers of advertised fountain pens are meeting with in foreign markets should cheer other American specialty manufacturers seeking such markets who have built up their domestic markets on sane principles, according to the United States "Commerce Reports."

"American fountain pens," this Government publication says, "when the names are advertised and the quality is known to the purchasing public, have not lost their prestige or their market, although German manufacturers have put out a pen that retails for 25 cents. American pen manufacturers have entered the foreign market on a quality basis. The pens have been good, the prices have been fair, the names have been advertised and, in the majority of cases, competent distributors have been selected. The fountain-pen manufacturers of the United States have been rewarded by being able to retain their markets in the face of severe competition."

Russian Newspapers Seek British Advertising

Five Moscow newspapers have appointed an advertising representative at London to solicit advertising from British manufacturers seeking Russian trade. In a circular sent out by the representative of these five Russian newspapers it is said:

"The circulation of the Moscow papers is of a quality rather than a quantity order. We claim to cover all the serious buying capacity of Russia. In comparison with advertising in other countries our rates are low. Transactions are, of course, carried out in the currency of the foreign country placing the advertising, not in roubles."

H. E. Turner with Dorland Agency

H. E. Turner, recently with the American Tobacco Company, as assistant to George A. Mainardy in the advertising department, has been made pace buyer of the Dorland Agency, Inc., New York.

The wealth of Maine has been aptly summed up by one manufacturer as due to

"POTATOES APPLES VISITORS!"

He might have added Lumber; and Fisheries, which for a number of years averaged \$6,000,000 annually, and Manufactories producing close to \$200,000,000 annually; and Canneries, Tanneries and Quarries!

Portland Express

Maine's Largest Daily Circulation
Portland's Only Evening Paper

Sunday Telegram

Largest Circulation of Any Maine Newspaper

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Founded 1799

NORRISTOWN DAILY HERALD

For Over a Century One
of Pennsylvania's Great
Home Newspapers

RALPH BEAVER STRASSBURGER
Publisher

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 35 cents a line. Minimum order \$2.75.

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Chicago: G. A. Nichols

D. M. Hubbard

London: Thomas Russell

NEW YORK, SEPTEMBER 28, 1922

Don't Forget Executives who
the Old have for a great
Truths many years run
their own busi-
ness have recently had an oppor-
tunity to observe banker manage-
ment in operation.

As is well known, a great many old established concerns, influenced by a multitude of causes, prime among which was over-expansion, came under the control of bankers some time ago. Many of them were firms that had risen out of the run of the commonplace by unusual sales and advertising methods. In some cases the bankers have continued the advertising, and in others they have cut it out. As one advertising agent pointed out, when the banker was in very deep, he "tried to keep the thing rolling," but

when he was in for a small amount he kept his eye only on outgo and cut down everything in that classification, including such vital forces as sales promotion and advertising investment.

The president of a big company which, during its fifty years of active existence, has never gone to bankers for a nickel of money, was talking about the new group of bankers who are now running many of our old institutions. He said, "It is a fundamental axiom of business that no one phase of the business should be served at the expense of all the others. A big banker will give any manufacturer that same advice, and yet, when the banker himself gets control he is apt to forget his own fundamental axiom. I know several concerns at the present time being run by representatives of banking houses, where entirely too much time and thought is being given to money statements, credit, borrowings, keeping down insignificant costs, putting off purchases and necessary repairs to the last minute, and almost all the time and energy being given to things which look well on the balance sheet. In the meantime the business of purchasing, making the product, and new ideas in selling it, are being terribly neglected. Instead of looking at the business as a whole with proper balance between all the four main departments of the business, they are concentrating on one to the exclusion of the other three."

This particular manufacturer then mentioned five big companies, the advertising of which used to appear regularly in various mediums and which are now among the missing—all are being managed by bankers. One of these companies, he said, was going to start advertising in the fall, but he had heard nothing about the other four. The others, he pointed out, while they looked better on paper than they did a short time ago, are traveling on momentum.

It is therefore perhaps in order to point out to bankers who have come into the management of certain old companies that the old

axioms of business still hold good and that lessened momentum is the gradual process toward a full stop.

The Guest Appeal

Where several high-class, competing products are advertised, there is always difficulty in finding an original copy appeal for each. The products being almost all equally meritorious, it is hard to say something about one that would not also apply to the rest.

The mistake that is too often made in these cases is in continuing the search for fresh arguments. This frequently leads to an excess of superlatives, to meaningless bombast and sometimes to a statement of claims not substantiated by the facts. It is not always necessary for a new advertiser coming into a field to find unused talking points. It is possible for him to give a novel twist to his appeal, without copying his competitors or without presenting new facts about the product.

The Arbuckle Coffee Company accomplished this when it began to use a "guest" appeal in behalf of Yuban. By suggestion and inference, the impression was given that Yuban is the coffee that the Joneses always serve. The hint was sufficient to those who are trying to "keep up with the Joneses," which includes most of us.

Without making any exaggerated claims for the coffee, Arbuckle delivered a powerful message for Yuban merely by presenting the idea that the careful hostess enhanced her social position by serving Yuban. In that way she pleased her discriminating guests and proved to them that she knew her social "Roberts Rules of Order."

The guest appeal is always effective. Much that goes on in the average household hinges on a desire to please friends, guests and neighbors. The prospective arrival of a guest sends many families hurrying to a furniture dealer. Having the pastor over for dinner or the boss's wife out for tea

causes many thrifty housekeepers to buy brands of foods that they ordinarily regard beyond the reach of their pocketbooks.

The Davenport Bed Makers of America are making good use of this guest appeal in their current advertising, although from a utilitarian rather than from a social standpoint. So many houses and apartments are cramped nowadays that only a small percentage of homes have guest-rooms. Guests, both bidden and unbidden, will occasionally come, nevertheless, and where to put them for the night presents a problem to the captain of the domestic craft. The davenport is a happy solution. This appeal makes the most telling sort of argument for the davenport bed makers.

It goes to show that the current problems of people, together with their hopes and ambitions, can always furnish a newsy keynote to the vigilant advertiser.

Making Formulas Public

The Kolynos Company in its current newspaper advertising comes out flat-footedly and publishes the formula of its tooth paste.

What the advantage of this is we do not know. We doubt that the average person is interested in the formulas of dentifrices. Most of us are unable to judge the merit of a compound from its formula. If the thing satisfactorily serves the purpose for which it has been purchased, we are likely to regard it favorably, regardless of its ingredients.

But just the same we rather like this idea of the Kolynos Company fearlessly to advertise its formula. In a peculiar way it teaches a powerful advertising lesson. In the old days a manufacturer would not dare to publish his formula. He guarded it with all the secrecy he could command. In many cases the head of the house, himself, was the only one who knew the formula. That formula was his stock in trade. If the secret leaked out, competitors would get the formula and soon the business would be ruined.

When the food laws were enacted, some of the States ruled that a manufacturer must openly declare on his label the exact percentage of the ingredients used. A great hue and cry arose from the owners of secret formulas. They appeared to be justified in saying that the open publication of their formulas would be equivalent to giving away the idea on which their business was founded. In actual practice, though, these laws had no such effect. Competitors did not copy these formulas. They scoffed at them and said their own formulas were better. Even though some of them might try to steal a formula, they soon learned that there is much more to manufacturing than the imitation of a formula.

Every manufacturer will put some individuality into his product, even though he use a common formula. It is difficult to protect a formula in the sense that patents and copyrights can be protected. But the manufacturer can protect his individuality. He can do that through registering his trade-mark. Then if he makes that trade-mark known to the buying public he has an asset which no one can take away from him. The manufacturer who keeps his trade-mark solidly entrenched in public esteem may, therefore, quite fearlessly lay his formula bare to competitors.

Merchandise Surveyed from the vantage point of time and distance probably the biggest lesson to be learned from the Merchandise Fair, recently held in New York, is the importance of samples in the salesman's equipment. Probably few large buyers, who are accustomed to visit markets frequently, derived much benefit from the Fair. To small buyers, however, who seldom go to markets to buy, the Fair offered a service of great value.

The practice of retailers going to central markets to purchase certain kinds of goods is ever on the increase. It is only the very

smallest retailers who do not visit some market at least once a year. This is particularly true in the dry goods, apparel, jewelry, novelty, toy, furniture and notion fields.

At first blush the tendency might appear as a reflection on the traveling salesman system of selling. It has no such import, however. Enterprising merchants like to go to large markets occasionally because it keeps them informed on what is going on in their trade in the big cities. The trip enables them to look over a large number of lines and thus to get a first-hand impression of novelties, new numbers, etc. In the women's apparel trades styles change so frequently that merchants in this line have to visit markets. Traveling salesmen can touch only the high spots. It would be impossible for them to cover the entire country intensively between changes.

In general it may be said that retail buyers go to market so as to be able to see more samples than they can see at home. Salesmen should take the hint from this. Any salesman can increase his sales by a more diligent and intelligent use of his sample case. It will be a long time before salesmanship becomes so highly refined that the need for samples can be dispensed with.

"The Business Woman," a New Publication.

The Business Woman, a new monthly publication, is being issued at New York by The Business Woman's Publishing Company, Inc. The first issue appeared on September 18. This new publication "is devoted to the varying interests of the girl and woman engaged in business and professional pursuits." It has a page size of 8½ by 11½ inches.

The officers of the publishing company are: L. C. Preston, president; Marvin Preston, vice-president; Lucille McCallen, secretary; Joseph E. Flynn, treasurer; and Frank E. Doherty, business manager.

Robbins & Myers Account for Erwin & Wasey

Erwin Wasey & Company, Chicago, advertising agency, have obtained the advertising account of the Robbins & Myers Co., electric equipment and appliances, Springfield, O.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

(Fatima, Chesterfield and

Piedmont Cigarettes)

Johns-Manville Incorporated

Western Electric Co.

American Chic Company

"NOT HOW MUCH, BUT HOW WELL"

WARNING

I am getting so many replies to my half-page ad in last week's *Printers' Ink* (see page 194, Sept. 21) that I will not be able to answer all the inquiries as promptly as I would like.

The results from this ad simply show that many business men are getting more sensible about advertising and want performance, not promises; results, not vague and expensive experimentation.

If you think \$65,000 return from a \$375 appropriation is unusual, let us send you names of a radio manufacturer who got 29%, a wire rope maker who got over 10%, a paper maker who got over 14%, a Fifth Avenue department store that got over 20%.

EDWARD H. SCHULZE, Inc.
Woolworth Building
New York City

In the past eight years more than 4,200 firms have purchased plans or systems originated by us.

Available—

Thoroughly Seasoned Direct Advertising and Printing SALES EXECUTIVE

with 15 years experience successively as

**SALESMAN
SALES MANAGER AND
BRANCH OFFICE MANAGER**

He knows how to sell printing and direct advertising material—has never sold on price—has planned and laid out a considerable percentage of his own volume. He has a practical knowledge of advertising, merchandising and printing processes and is an able correspondent. Unquestionable references.

Location, Middle West, preferably Chicago or Cleveland.

A good man for some good house.

Address "N. M.," Box 281, *Printers' Ink*

Selling Your Mistake to Your Customer

A CERTAIN advertiser, a short time ago, sent out a mailing of 5,000 printed circulars, first-class, with two-cent precancelled stamps. In doing this he had violated a postal regulation, and certain of his customers had to pay a penalty of four cents for the advertiser's mistake. This advertiser set out to make matters right with his customers, not only by sending them two two-cent stamps, but by selling them on the value to them of knowing of his experience. He did this in a good-natured letter that read as follows:

"Although you may not be definitely interested in this particular case, still I suspect that the knowledge may be of value to you in the future in case you are unaware of the fact that it is in violation of some postal law to send out first-class mail under precancelled stamps.

"That is where we slipped, and after we had attached perfectly good two-cent precancelled stamps to about 5,000 letters, and sent them to our local post office, then we became rather abruptly aware of the law.

"In a fine spirit of practical co-operation, the local authorities decided to send through this one mailing, and it remained for the keen-eyed postmasters of Rochester, N. Y., and Erie, Pa., to upset our equilibrium by proceeding to undertake to deliver all of the letters addressed to those two cities to our friends and customers, and then demand four cents for the receipt of them. Perhaps we have discovered a new advertising plan, provided you are able to convince your auditor that this method of attack was unintentional on our part.

"In any event, accounts should balance, and I wish that you would accept the two two-cent stamps which are enclosed. It is not the amount involved, but rather the principle."

WANTED—A MAN of Demonstrated Genius

as a negotiator. Such a man unattached or in an unsatisfactory environment contemplating a change can learn something to his advantage through investigation of what is back of the use of this page.

Due to expansion now being planned for 1923 the advertiser (largest national organization in its line) has an opening for a man having business generalship and negotiating capacity of the highest order. Such ability possessed by one having a character to match can command an income well along in five figures.

If you are that UNUSUAL man with a resourceful brain, capable of overcoming the unusual problems the other fellow stumbles over and realize that big accomplishment is the necessary partner of big money—if you desire to rub elbows with others in an organization composed of men who have demonstrated capacity as super-negotiators and the highest earnings on the average in any organization in America, write why you are eligible for consideration. Your letter will be held in strictest confidence. Address Vice President, P. O. Box 505, Philadelphia.

The Little Schoolmaster's Classroom

A COUPLE of years ago an enterprising gentleman in Oporto undertook what is probably the most wholehearted adventure in lawful grand larceny on record, when he not only registered the trade-marks of forty-three American automobiles in his own name in Portugal, but proceeded through the provisions of the Berne Convention to establish his rights in twelve other countries as well. The Schoolmaster understands that he did not get away with it in every instance, due to some prior registrations which had providentially been made in some places; but he got away with enough to entitle him to very high rank in the annals of commercial piracy.

There was nothing so very original about the scheme, of course. It had already been worked successfully by one Mittler, an Austrian, in connection with a number of the best known trade-marks for automobile tires, and individual instances of trade-mark piracy (notably in South America) have been reported for years on end. Plenty of warning had been given to the victims of the enterprise, in the columns of *PRINTERS' INK* and elsewhere, and the curious thing is that more of them had not taken the obvious precautions to forestall it. It takes some time and money, to be sure, to obtain foreign registrations—but it isn't a drop in the bucket as compared with the trouble and expense of opposition proceedings (often, if not usually, futile), or of "buying off" the successful claimant.

* * *

Those few remarks arise from the receipt by the Schoolmaster of a book entitled "Trade-Mark Laws of the World," published by the Trade Mark Law Publishing Company, New York. This contains the official texts, accurately translated, of all existing statutes governing the registration of

trade-marks; the conventions; and certain treaty provisions respecting the protection of trade-mark property. The source of most of the material is the library of William Wallace White, of the New York Bar, and the actual work of compilation was done by John H. Ruege and W. B. Graham. It is said to be the first publication of the trade-mark laws of the world in the English language.

While it can hardly be called light reading, either from the standpoint of its 1,000-page bulk or the language in which its sentiments are expressed, the most superficial examination will show how widely divergent are the points of view from which trade-marks are regarded, and how important it is to safeguard one's rights in advance, particularly before entering the export field. It serves to emphasize once more the often repeated admonition that the only protection against piracy abroad is registration abroad, which necessitates in practically every instance a prior registration in the United States Patent Office.

* * *

The late George A. Cullen, who was vice-president of the North American Fruit Exchange at the time of his death, is often given credit for originating the consolidated railroad ticket office idea. For many years Mr. Cullen was Passenger Traffic Manager of the Lackawanna railroad. Practical experience had taught him that in large cities the scattering of ticket offices over a wide area was a serious inconvenience to the traveling public. Probably many other railroad men had the same idea. Anyway, when the Government took over the roads during the war, the consolidated ticket office was one of the first reforms to be instituted. It was one of the few so-called railway reforms adopted by the Government that won public approval. Its popularity is attested by the fact that



With the First Folios

Recently I met Joseph D. Rogers, Sales Manager of the Art Metal Construction Company, in the drawing-room of the Vanderbilt Hotel.

Said Mr. Rogers, "I have just arrived from Great Britain. I left copies of the book you wrote for us, "Things That Live Forever", in the principal libraries of England and Scotland. The volume was graciously received, because it is genuine literature."

My second book for this house of storied bronze and steel "The Banking House in Art Metal", has just come from the press.

JAMES WALLEN

Persuasive

Advertising Copy and Plans

NEW YORK STUDY:
VANDERBILT HOTEL

STUDY:
EAST AURORA, N. Y.

Correspondence to East Aurora

No Long Island Campaign

AN AUTO OWNING CENTRE is complete that excludes the only newspaper published between Northport and Port Jefferson. The Rambler column sells that paper all over the island. It's

THE MESSENGER

Smithtown Branch, L. I.

Proprietary Medicine

Manufacturers large and small all read and rely on the trade paper of their industry.

"Standard Remedies"

(440 South Dearborn, Chicago)

Say it in

THE AMERICAN RESTAURANT

The Magazine for Eating Places

Rates, Sample, Analysis Free

First National Bank Bldg., CHICAGO

NEXT WEEK

2 Men Wanted

The Advertising Department of a large manufacturer near New York City will have openings for two men.

There is an opportunity for a young man who has the advertising experience, ability and energy necessary to an exceptional contact man between the Company's Advertising Agency and the Department. Thorough familiarity with production, media, etc., is necessary.

There is an opportunity for a young man with ideas, ability and energy to write, produce effective internal publicity material to factory employees, edit employees' magazines and serve as contact man between the advertising and manufacturing departments.

State the position you are applying for, giving your age, education, experience, salary expected, and if you will be able to report immediately.

Address

"G. V.," Box 335, Printers' Ink

when the roads were returned to their private owners, the consolidated ticket office was about the only one of the Government's economies that was retained. In some cities the idea of housing all of the ticket offices of rival railroads in a single room has been abandoned, but the plan of grouping the offices together in a building or in one block has been retained.

This idea of competitors uniting their places of business is one that is finding favor in many fields. The reason for it is that few business men are in position to render a complete service to their customers or clients. If a customer is not able to get what she wants in your place of business, it is a distinct convenience to her to be referred to a nearby competitor who can supply her needs.

That is why wholesalers group together in the same locality, even though they may be competitors. For instance, in New York you will find the wholesale flower market centered around West Twenty-Eighth street. Buyers can thus conveniently and quickly go from one wholesaler to another until their needs have been supplied.

The department store started in some similar fashion. The man who rented the building and conducted a dry goods business in it, gradually began sub-leasing portions of his store to merchants in other lines or to manufacturers who were anxious to find a retail outlet in that community. The originator of the scheme figured that the more lines of goods were sold in the building, the more shoppers would visit it. Gradually as the idea succeeded, the original merchant took over these outside departments himself.

* * *

There is at present a slight tendency in the mercantile world to return to this old idea. Department store selling costs have risen so high when the enterprise is operated as an entity that many owners are harking back to the plan of running a group of specialty shops within a single build-

AGENCIES—

MR. HAROLD C. NORMAN
Advertising Manager of
THE CHINA PRESS
SHANGHAI

The Largest Foreign Daily
in the Far East

Who is now in Europe in the
interests of his paper will
arrive in New York late in

SEPTEMBER

Mr. Norman will visit all the
principal cities of the U.S. during
the next two months and will
be very glad to get into touch with
agencies and manufacturers who
are interested in the China market.

Address H. C. NORMAN
THE CHINA PRESS
Care International Banking
Corporation
60 Wall Street, New York.



"From
Shanghai,
China."

Volume Increased 68 Per Cent

Our August lineage for 1922 shows a gain of 68 per cent over August, 1921. This is the largest percentage gain made during this period by any of the leading weekly or semi-monthly farm papers in the Middlewest. (Authority Advertising Record Co. report.)

Forge ahead with us.

Circulation 60,000

Rate 50 Cents

ADVERTISING REPRESENTATIVES
JAMES M. RIDDLE COMPANY

Chicago

St. Louis

New York

Atlanta

Cleveland

Kansas City

San Francisco

R. E. RING, Minneapolis, Minn.

FARMER AND BREEDER, SIOUX FALLS, S. D.

Northern New England

MASSACHUSETTS, MAINE
VERMONT, NEW HAMPSHIRE
POPULATION 5363000

For 25 years we have been building a plant and organization to dominate this territory in the limited Outdoor Advertising field. A complete, efficient service is now offered.

This service meets
all your requirements

THE KIMBALL SYSTEM

Main Office
Lowell, Mass.

The "CLASSIFIED" Clearing House

NEW YORK ARKENBERG SPECIAL AGENCY
REPRESENTING 500 NEWSPAPERS

CHICAGO
WRITE FOR BOOKLET

Mr. Publisher!

A man thoroughly experienced in all branches of advertising and sales promotion work relating to the magazine field is free to make a connection with a high-class publication as representative or in some phase of the work where his experience will be of value; successful record of many years; unquestionable references. Address "W. S.," Box 284, Printers' Ink.

EDITOR

CORRESPONDENCE INVITED

Trained business paper editor desires to assume editorship of progressive business publication or trade paper. Experience covers all phases of periodical publishing business. Successful executive; three years' newspaper experience; mature writer, well versed on business conditions and able to meet the leaders of industry and finance and understand their problems. For two years has had general supervision of editorial department of weekly trade paper. Formerly assistant manager of high-class monthly business paper, in charge of advertising. Served in army as officer and enlisted man, 24 months. Salary \$4,000. Chicago location desired. Address "W. P.," Box 282, care of Printers' Ink, 833 Peoples Gas Bldg., Chicago.

EVENING HERALD

**LEADS ALL LOS ANGELES
DAILY NEWSPAPERS IN TOTAL
PAID CIRCULATION.**

Government statement for six
months ended March 31, 1922

average **146,233** daily

Representatives:

H. W. Moloney	Chicago:
804 Times Bldg.	G. Logan Payne Co.
New York:	Suite 401, Tower Bldg.
	8 No. Michigan Ave.

Beating Competition requires real brains

Perhaps you are blindly copying the
leader in your line.

Get Off Your Knees!

Stop taking his dust! He eats the
same food you do. Use your brains;
find a way out, or let those who have
succeeded tell you how to prosper.

A Twelve-page Booklet
"Beating Competition"
points the way—sent free.

THE PRINTING ART
Cambridge, Mass.

ing. In some few cases, these shops are being leased to outside owners.

In nearly every line and in practically every way, competitors are finding it a good thing to get together. Even though they do not actually operate jointly, they group in close proximity to one another in some way. We find an evidence of this movement in business-paper advertising. Business-paper advertisements are coming to have a catalogue or directory value. A buyer looks through his business paper to find sources of supply when he is in the market for certain merchandise. If a seller is not represented there, along with his competitors, he is naturally not considered when this purchase is made.

* * *

The theatrical industry is another business that should take a lesson from the consolidated ticket office idea. The Schoolmaster knows no product that is quite so hard to buy as a theatre ticket. Nine times out of ten, when he makes up his mind to attend a certain performance, the house is sold out. The Schoolmaster has trudged for miles all over New York's theatrical district trying to buy a ticket for half a dozen plays that were on his list. It is a tremendous chore. The Schoolmaster has missed many fine plays because they left town before he had a chance to see them. In fact, he admits not going to the theatre so often as he would like because of the difficulty of buying tickets.

Two or three of the theatrical ticket brokers furnish a much needed service. Many persons, however, cannot afford to pay a brokerage charge, and anyway the brokers, themselves, are not always able to supply desired tickets. The theatres should have two or three consolidated ticket offices in New York, located in widely accessible centres. This would be an inestimable convenience to the public. A couple of the department stores do try to give such a service, free of charge, but necessarily it cannot be so complete or well organized as if

these
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business
supply
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teller is
ing with
ally not
chase is

the theatres rendered the service themselves. It is rumored that Gus Thomas, the new Czar of playdom, is giving this matter some attention. He should any-way.

D. B. Battles Buys Amsden Studios

D. Blake Battles, who has been Nelson Amsden's associate for a number of years as secretary and treasurer of The Amsden Studios Company in Cleveland, has purchased Mr. Amsden's interest in the company, which will continue to operate under the present name. Mr. Amsden, in company with Stanley Patno, formerly of the Amsden Studios, has formed a direct-by-mail advertising company to be known as Naap Direct Advertising. It is combined with The Roger Williams Company, which has taken over the printing plant of the Roger Williams Press.

New York Van Owners in Co-operative Advertising

Moving-van owners in New York, organized in an association under the name of the Van Owners Association of Greater New York, Inc., with the annual moving date of October 1 drawing near, have taken to newspaper advertising. Small display space is being used. The copy gives a reproduction of the association's emblem and says that a van carrying this emblem is a guarantee that service and protection will be rendered.

Chicago Agency Reorganizes

The advertising agency of Jenkins, Back & Killian, of Chicago, has changed its name to Jenkins, Farson & Walberg, Inc. Howard W. Jenkins continues as president and treasurer. Bruce Farson, for ten years with various Chicago advertising agencies, has become vice-president and general manager. C. E. Walberg, for nine years with the William H. Rankin Company and later with Williams & Cunyningham, is the third member of the firm.

Crossett Shoe Account for Frank Seaman

The Lewis A. Crossett Co., of North Abington, Mass., and Augusta, Me., manufacturer of the "Crossett" shoe, and the "Augustan" shoe for men and women, has placed its advertising account with Frank Seaman, Inc.

I Know An Experienced Advertising Woman

Available October 1

She has spent the last one and a half years creating, writing and handling the advertising of a Railway Supply Manufacturing firm as Advertising Manager.

She is twenty-eight years of age, a University of Chicago graduate, with special training in English and various kinds of writing, psychology, economics, business organization and advertising. She taught English Composition and Public Speaking for one year. She spent three years during the war with the Y. W. C. A. in organization work. She has traveled the U. S. extensively.

She seeks opportunity in Chicago or New York, either with an advertising agency that needs a woman in its creative, layout, research or copy department, or as advertising manager or assistant to the manager of a manufacturing concern.

She would be a valuable addition to any copy staff in a good reliable agency.

If you can use a woman copy writer or advertising manager, write immediately. Highest recommendations. Address "X. Y. Z." Box 283, care Printers' Ink, 833 Peoples Gas Bldg., Chicago.

"Greatest Lumber Newspaper on Earth."

American Lumberman

Published in CHICAGO

—Read wherever lumber is cut or sold.

Member A. B. C.

In planning campaigns to reach the medical profession write to
CLINICAL MEDICINE
CHICAGO

2. DEWITT CLOUGH, ADV. MGR.
EASTERN BLDG. H.R. SAUNDERS
17 W. 42ND ST. NEW YORK CITY.

Branch Managers Wanted

KARDEX

Write or Wire KARDEX CO.
TORONTO, CANADA

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifteen years.

The William Feather Company
695 Caxton Building, Cleveland, Ohio

Thousands of Unimproved Dwellings

We need furnaces, coal, furnishings, bathroom facilities, pretty home embellishments, oils, gas, electric equipment, furniture, soaps, candies, tires, autos, tuition. **WHO WILL SELL US?**
—WILL YOU TELL US?

In the

THE MESSENGER
Smithtown Branch, L. I.

R
D
S

WHEN you must know quick.—
The Richey Data Service is right there to solve advertising and sales problems. That's why the leading advertising and sales executives use it. This month's Bulletin shows you why. Write for it now.

THE RICHEY DATA SERVICE
P. O. Box 191 Indianapolis, Ind.

COMMERCIAL ART
OF THE HIGHEST ORDER
PHOTO RETOUCHING
DESIGNING-ILLUSTRATING
FREDERICK E. HAPPEL
BOX 362 WASHINGTON, D.C.

 **Howell Cuts**
for houseorgans
direct mail and
other advertising
ask for proofs
Charles B. Howell • Fifth Building • New York



Pen drawings
two inches square
\$2.50
Send for a folder
RAYMOND H. LUFKIN
120 FEDERAL ST. BOSTON, MASS.

With Hulscher-Rothenburg Agency

Frank P. Foster, II, formerly an account executive with the Harry Porter Company, has joined the staff of Hulscher-Rothenburg, Inc., New York advertising agency. Previous to joining the Porter agency, Mr. Foster was advertising manager for the Glidden Varnish Company and before that was with the Mellin's Food Company, Boston, and McKesson & Robbins, New York.

Chicago Merchants Institute Appoints Educational Director

The Retail Merchants Institute, Chicago, has appointed Ben R. Vardaman as educational director. Mr. Vardaman previously had been educational director of the National Association of Retail Clothiers, and before that was with the Merchants Trade Journal, Inc., Des Moines, as acting editor and secretary-treasurer.

Julius Kayser Forms German Company

The Kayser Textile Gesellschaft has been formed in Germany by Julius Kayser & Company, New York, to handle the company's German export business. The Kayser company manufactures silk hosiery, and underwear and gloves.

Joins Gillette Rubber Sales Company

The Gillette Rubber Sales Company, Chicago, wholesale distributor of Gillette Rubber Company products, which include Gillette and Chippewa tires and tubes, has appointed Max Geisler secretary and general manager.

Wanted—AN ARTIST of unusual ability

THERE'S a place in our organization for another high-grade man who wants a better job.

He must be a man who loves to create rather than copy; to whom figure drawing is easy and who has a thorough knowledge of design. He must have a style that will create a demand for his work. He must be thoroughly experienced and have the advertising man's viewpoint.

If you're the man send us full information and samples today.

THE DU BOIS PRESS
Rochester, N. Y.

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

Advertising Agents and Solicitors

Largest manufacturer of advertising lantern slides is interested in establishing agent representatives throughout the U. S. and Canada. Excellent proposition. Box 901, Printers' Ink.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
CONNER, FENDLER & CO.
New York City

The Hood Printing Co., of Memphis, Tenn., would like to sell to the right kind of man with capital an interest in their general printing business. Interested parties give detail reference as to reliability and capability.

There is a Printer Out of Town—one hour from Penn. Station, equipped to handle house magazines, catalogues, direct-by-mail advertising, etc., in New York style without the City overhead. Close co-operation, auto delivery. Glen Cove Press, Inc., Glen Cove, L. I. Tel. 493.

Eastern Advertising Solicitor

is open for connection with publication catering to mail-order advertisers, on commission basis. Have fully equipped office and can finance myself. Best of record for intelligent and energetic work. No long-term contract desired, but exclusive territory must be given on a temporary agreement. Full time will be given if publication warrants it. Address Box 942, Printers' Ink.

PACIFIC COAST OPPORTUNITY

Am opening offices, San Francisco and Los Angeles, to render certain service to newspapers. Business new to the Coast, but similar service now operating in many large Eastern cities. Initial plans made and need of service recognized by local publishers. Will give right party half interest for investment of \$2,500. Party must come to Coast and devote time. My association with Coast newspapers for twenty years gives me intimate knowledge of service and its need out here. Box 907, P. I.

HELP WANTED

WANTED—Experienced salesman thoroughly conversant with the building of high-grade illustrated catalogues. The Republican Pubg. Company, Graphic Arts Press, Hamilton, Ohio.

Lithograph salesman wanted who can command big business. Man now identified with old line lithograph concern who wants to associate himself with live lithograph advertising organization specializing in window display. Co-operation which should double a man's efficiency. All letters in strict confidence. Box 902, Printers' Ink.

Artist—Photo Retoucher experienced on mechanical subjects. Steady position all year around. \$50-\$60 per week. Moore Studios, Inc., 216 Market St., Newark, N. J.

ARTIST

Air brush and general commercial work for piece work. Can have space free in photo-engraving shop. Address Box 933, Printers' Ink.

Wanted—Salesman for a large Eastern house specializing in color plate engraving and color printing. Experience in this line necessary. State age, references and salary expected. Box 918, P. I.

Editorial Assistant for business publication. Work comprises editing, make-up, rewrite and original writing on economic subjects. Newspaper training essential. Adequate salary will be paid to right man. Address S., Box 940, Printers' Ink.

LIVE-WIRE ADVERTISING or Specialty Salesman can easily add \$250 a month to present income selling our syndicated advertising for retail clothing stores. Write for details, stating experience. Kenneth S. Keyes Co., Box 368, Atlanta, Ga.

WANTED—Advertising solicitor on publication with established reputation; one who believes sufficiently in herself to average \$60.00 commission weekly, within six months. Education, refinement and character reference essential; experience unnecessary. Box 914, P. I.

WANTED—An expert art and layout man for a high-class house organ to complement work of news and administrative editors. Part time position on salary. Published samples of work, preferably house-organ or magazine, must accompany application. Box 915, care of Printers' Ink.

COPY AND SERVICE MAN WANTED

Prominent lithograph concern specializing in window advertising wants young man as assistant to sales manager. One with creative ideas who can write copy and who knows something about lithography and printing. Prefer man with agency or advertising department of national advertiser experience. All replies in confidence. Box 903, Printers' Ink.

Constructive Salesman Wanted

Man who is now selling and can continue to sell a large amount of fine printing on a quality and service basis.

Such a man will become an integral part of our organization and will have an opportunity to help in the shaping of our policies and materially aid in our growth.

A man who is now making good but who may not be happy in his present surroundings might find this attractive. Box 936, Printers' Ink.

WANTED AT ONCE

Live advertising representatives in New York, Boston, St. Louis, Cleveland and San Francisco, for a new class publication of great promise. In reply, state advertising experience, and give references. Liberal territory and good commissions. Address S. DeWitt Clough, 4739 Ravenswood Ave., Chicago.

EXCLUSIVE RIGHTS. Advertising specialty concern has successfully developed and sold a co-operative advertising scheme of unusual merit. Attractive exclusive selling rights are now offered to high-grade men who can sell and handle salesmen in large cities. No capital investment required to develop a business of your own. Give full qualifications. Satisfactory applicants will receive complete details. Address Box 932, care of Printers' Ink.

The Sweeney Lithograph Company, Belleville, New Jersey, desires to add two experienced salesmen to its New York City force. Strictly modern equipment consisting of automatically fed and hand fed presses and complete photographic equipment. Will consider only high class experienced men of demonstrated high earning capacity. Liberal compensation either salary or commission or both. Reply by letter only. All communications strictly confidential.

MISCELLANEOUS**PRINTERS' INK FOR SALE**

Unbound copies for ten years, 1912 to 1921. Also several odd issues 1911. What do you offer for all or in part? Address Box 935, Printers' Ink.

WANTED**PRINTER'S HAND PRESS**

to accommodate plate size 28x42. Must be in good condition and cheap.

COLEN POSTER SERVICE,
1726 Sansom St.,
Philadelphia, Pa.

Direct-Mail Advertising

Planned and prepared for advertisers who want written salesmanship of the distinctly order-getting type. Request evidence. Strader, Sales Promotion Service, 505 Fifth Avenue, New York City. Phone: Murray Hill 7513.

To assist Advertisers, Advertising Agencies, or anyone interested in Advertising is the object of "The Mart of Advertising." Write us your needs and we will consider it a privilege to be of service to you. Suffice it to say that we give the *Utmost in Advertising* at a reasonable charge. Address:—The Mart of Advertising (reg. firm), 151 West 42nd Street, New York City. Bryant 4853. Room No. 712.

CORRESPONDENCE COURSES WANTED

Wanted to buy correspondence courses, short story, English, Interior Decorating or similar subjects. In replying give complete information, which will be held in confidence. Box 908, care of Printers' Ink.

POSITIONS WANTED

Editor would edit small Chicago trade-paper or house organ in spare time. Can originate successful sales organ if desired. Box 905, Printers' Ink, Chicago Office.

Young man, 24, desires New York City agency connection. Two years' advertising experience—auditing, estimating and general detail. Address Box 921, Printers' Ink.

A1 ARTIST, commercial illustrator and decorator, creative and creative works in any medium line, wash and color, desires position. Box 925, care of Printers' Ink.

FREE-LANCE AD MAN

Executive has spare time. Can develop complete plans with art work for responsible parties. Distinctive copy—Actline. Box 944, Printers' Ink.

Wanted—Experienced Advertising Man wants position, in the East preferred. Have worked as advertising manager on daily; references. C. R. S., Box 41, R. F. D. 1, Hampton, Va.

PRINTING—ADVERTISING

24-year-old youngster knows printing, costs, stocks, follow thru. Three years agency experience; assisting department heads. Box 928, Printers' Ink.

Editor and writer, experienced newspaper, trade journal, publicity work and printing, wants part time work. Location in Chicago. Address Box 911, care of Printers' Ink, Chicago Office.

Secretary-Stenographer—Young woman thoroughly familiar with every phase of trade-paper work desires connection with publishing or advertising concern; personality, initiative. Box 922, P. I.

A WRITER YOU'LL WANT TO ENGAGE. She is a skilful copy writer, plans campaigns, makes layouts, knows all phases of production. Available whole or part time. Box 912, Printers' Ink.

YOUNG ACTIVE MAN

with New York City office desires to represent an out-of-town trade paper in Eastern territory. Have had eight years' experience selling space for consumer and trade publications. Address Box 913, Printers' Ink.

IDEA-ARTIST

All-around high-class man, A1 references, experienced in production and buying of printing, engraving and lithographing, desires position with large printing, lithographing or advertising concern. Box 920, Printers' Ink.

I've been fired—

with a desire for a better position than I now hold. I am a college graduate with this experience—copy; managing and buying art and engraving; selling. Box 917, Printers' Ink.

Can you use me?

ASSISTANT TO BUSY EXECUTIVE
Energetic college graduate, three years' advertising and printing experience; no stenography; \$35. Address Box 930, Printers' Ink.

YOUNG LADY, college graduate, advertising training, checking experience, desires position with future in advertising office or assistant to editor, New York City. Box 916, Printers' Ink.

ADVERTISING SOLICITOR
29, 6 years with large New York newspaper special, wants to connect with first-class representative. Box 939, care of Printers' Ink.

FREE-LANCE ARTIST WOULD LIKE WORK IN PENCIL, PEN AND INK, OR WASH. BOX 926, CARE PRINTERS' INK.

COPY WRITER or assistant, 23, will demonstrate ability before accepting position. Originality acquired through college training. Advertising Department experience. Salary reasonable. Box 910, P. I.

Young lady, 20 years of age, just graduated New York University, wishes statistical position in research dept. of advertising agency or manufacturing concern. She has specialized in advertising and statistics. Box 919, P. I.

ADVERTISING AND EXCEPTIONAL LAYOUT MAN—Have a practical knowledge of advertising; detail; commercial art; rotogravure and engraving. Newspaper and agency experience. Well recommended. Box 924, Printers' Ink.

Advertising Agency or National Advertiser needing advertising production man—typographer; agency experience; practical printer, university training, can secure thoroughly experienced man, aged 30, by writing Box 938, Printers' Ink.

Agency Man with 15 years' experience—copy writing, contact work, soliciting, etc.—now employed, seeks connection with small agency. Clean, successful record; unquestionable references. Address E. J. W., Box 931, Printers' Ink.

Technical Account Executive and Copy Writer
Experience with two of largest agencies in New York. Have had unusual success with investigations and reports. Technical graduate. His record speaks for itself. Box 906, Printers' Ink.

FREE-LANCE ARTISTS
I will be in the market October first for free lance art work in connection with direct advertising. Wish to get in touch with thoroughly experienced artists possessing creative ability. Mail address and telephone number for appointment. Address Box 909, Printers' Ink.

MAKE ME HUSTLE

Some agency has an account executive who needs a live, efficient secretary. I would like that job. Young man with ten years' general business experience. Know office detail and am a good correspondent. Box 937, Printers' Ink.

WE CONNECT THE WIRES

ST. LOUIS PUBLISHER who recently engaged a business manager through our agency writes: "You have presented a better class of young men than I have ever had presented to me before from all sources combined. It is possible that any one of them that I have interviewed would have filled the place satisfactorily."
No charge to employers; registration free.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

SITUATION WANTED by experienced **Manager or Superintendent** who has had many years' practical experience in large and medium-sized shops; careful estimator, buyer, bookkeeper. Can meet and talk with customers intelligently. Box 943, Printers' Ink.

Young woman, experienced in editorial and circulation departments of magazine, desires connection with publication. Effective copy writer, correspondent. Adaptable, energetic. College graduate; operates typewriter. Middle West preferred. Box 929, Printers' Ink.

ART DIRECTOR

Ten years as assistant to large N. Y. agency, desires opportunity to conduct or assist a department. Thoroughly familiar with visualization, layout, typography and engraving. Box 927, P. I.

ADVERTISING SOLICITOR AND PUBLISHERS' REPRESENTATIVE wants a good live publication to represent in the Chicago field. Have my own office, stenographic service, etc., and can furnish best of references. Address Box 934, Printers' Ink, Chicago Office.

ASSISTANT ADVERTISING MANAGER

I have made good in the past four years and am ready for something big. My copy and the mechanical make-up of my ads have brought results. New York and vicinity. Address Box 923, care of Printers' Ink.

Advertising and Sales Promotion Man
Three years assistant to advertising manager large national advertiser. One year advertising manager medium-sized manufacturer, where I organized advertising department. Have handled trade-paper advertising, house-organ and sales campaigns, catalogues, etc. Thorough knowledge printing, engraving. Box 941, P. I.

EXECUTIVE SECRETARY

Seeks connection with trade organization. Seven years in present position, which is permanent. Previous experience for years as newspaper writer. Forceful personality, good talker, successful organizer and manager, and master of detail. If you need a good man and can pay a good salary write Box 904, Printers' Ink.

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Outdoor Advertising

NATION-WIDE

110,000,000
CIRCULATION

EFFICIENCY

in advertising is largely a matter of being
everlastingly consistent.

Continuous diligence in presenting and
keeping a product before the public,
month after month, has established
efficiency as a fundamental charac-
teristic of

OUTDOOR ADVERTISING

Thos. Cusack Co.

CHICAGO

HARRISON
LOOMIS &
CONGRESS STS.

NEW YORK

BROADWAY
FIFTH AVE.
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR
REPRESENTING OVER 8,500 CITIES AND TOWNS

LOCAL DISPLAY IN CHICAGO PAPERS

Jan. 1 to Aug.
31, 1922, com-
pared with same
term in 1921.

Tribune
667,522 Lines
Gain Over 1921

American
365,079 Lines
Loss Below
1921

News
351,605 Lines
Loss Below
1921

Post
146,078
Loss

Journal
72,978 Loss

Herald Examiner
22,366 Loss

Local advertisers rely more upon The Tribune than upon any other Chicago paper. Not only does The Tribune print a fifth more of this type of lineage than the second paper, but it is increasing its lead constantly, as shown by the figures charted herewith.

Great growth is also being recorded in the local circulation of The Daily Tribune. In Chicago and suburbs The Tribune now sells far more copies than any other paper—not only on Sunday, but also on week days. During August The Tribune's week day circulation (exclusive of Sunday) was 524,746, net paid, of which 370,200 was in Chicago and suburbs.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Write for New BOOK of FACTS

8, 1922